

FEB 11 1931

STAPLE STOCK DEPARTMENT

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXIX

NEW YORK, FEBRUARY 14, 1931

No. 7

*"Stella Dallas" sales over 116,000*

## WHITTIE FAWN

BY OLIVE HIGGINS PROUTY

TO BE PUBLISHED ON MARCH 18th BY HOUGHTON MIFFLIN CO.

Ready  
March 5

# Eleanor Farjeon

writes

A modern love-story  
of the Sussex Downs—

## LADYBROOK

Not since "Martin Pippin in the Apple Orchard" has Eleanor Farjeon written a love-story so warmly delightful—but here is no fanciful tale but a lusty picture of real life and real people. It is a love-story of the South Downs and Sussex men and women of two generations—of kissing and love and laughter, of tears and courage and endurance: the romance of Debby, the dairymaid and the Master's son of Ladybrook—and Robert's passion for the girl he finds in the great kitchen of a Downs farm.

You can confidently sell this novel to anyone—and enjoy it yourself! We're backing strongly—with advertising—our belief that this is a fine story and one that is bound to succeed! *Gay jacket.* \$2.50

*Our slogan: Buy Your Books of Your Bookseller.*

**FREDERICK A. STOKES CO., 443 4th Ave., New York**

February 14, 1931

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Carolyn Wells  
at her best



## Horror House

*By Carolyn Wells*

A new thriller by the "dean of American detective story writers" in which crime is piled on crime and the horror grows as an entire family is annihilated. From the first page Fleming Stone fights a cunning murderer. This one is a real baffler. \$2.00

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## A Monkey in Silk

*By Margaret Turnbull*

A rich, cynical old man, his newly discovered grandson who wants to be an aviator, two lovely girls and an attempted jewel robbery set the pace for an exciting romance. Miss Turnbull has a large following and this is in her best manner—fast-moving and absorbing. \$2.00

*Best-  
selling  
romance*



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J. B. Lippincott Company

Washington Square, Philadelphia, Penna.

Copp, Clark Co., Ltd., Toronto, Canada

# DUTTONATIONS

¶ We are so full of news these days that we have gone back to our old method of handing out the gossip.

¶ First a doctor lifted the curtain on his life and gave us a bestseller in *THE STORY OF SAN MICHELE*. Now a dancer takes us behind the scenes in *THEATRE STREET*. In the first instance the vivid personality of Dr. Munthe; now the fascinating personality of Tamara Karsavina.

¶ *THEATRE STREET*, however, is getting away to a much faster start than *THE STORY OF SAN MICHELE*. Within ten days of publication we are going to press with the second large printing. A new three-color jacket has been designed and on this jacket we have prominently displayed what some of the critics and booksellers think of this book.

J. M. BARRIE: "The pages are like an Arabian Nights entertainment."

J. B. PRIESTLEY: "One of the best books of the kind I have ever read."

ARNOLD BENNETT: "This book has the enchantment of the author's personality."

GEORGE JEAN NATHAN: "As interesting a book about a dancer as I have read in some time."

MARK VAN DOREN: "*THEATRE STREET* is one of the most interesting autobiographies of an artist I have ever read."

JOHN MASON BROWN, dramatic critic of the N. Y. Post: "A brave and gallant chronicle, so refreshing and informative that it takes its place among that slim group of theatrical biographies that really matter."

CLIFTON P. FADIMAN, of Simon and Schuster: "It can't be beaten."

KARL K. KITCHEN, feature writer on the Sun: "*THEATRE STREET* is by far the most absorbing of all the recent books dealing with the stage."

PHILIP HALE of the Boston Herald: "This is a delightful book."

MONTROSE J. MOSES, dramatic critic: "Her intimate life story deserves to take its place beside Stanislavsky's classic autobiography, 'My Life in Art'."

¶ Last week we told you what one bookseller thought of it. Caroline Coggins, editor of Jacobs' Book News, George W. Jacobs & Co., said: "Of *THEATRE STREET* I cannot say too much. I enjoyed it so much myself that it seems hard to be sensible. Nearly everyone likes the theatre and there are very few really enjoyable books about it. It is just the book for people who are tired of fiction." Next week we will tell you what Arthur Brentano, Jr., thinks about it.

¶ IF YOU HAVE ANY COPIES OF THE FIRST EDITION LEFT AND WOULD LIKE TO HAVE NEW JACKETS, BE SURE AND ASK FOR THEM. ADDRESS YOUR REQUEST TO H. H. WARD.

¶ We have just received a wire from Charles Giffin, our West Coast representative: "Largest order ever received from Salt Lake City. Also sending largest order ever taken from the San Francisco News Company."

¶ We have just received word from the Chicago Tribune that we were one of the few publishers to show increase of advertising lineage in the city of Chicago, and the only publisher to show a very substantial increase.

¶ Just at the moment we are being deluged

with enthusiastic letters of gratitude from booksellers, critics and individuals who apparently are delighted over the news that this spring we are publishing only 49 new titles as against 182 published last spring.

¶ *THE UNDERWORLD OF PARIS* went into its second large printing eight days after publication. This book has now been one of the five non-fiction best-sellers at Brentano's, Womrath's and other leading bookstores for the last two weeks. The critics as well as the public are delighted with this book, a rare combination of being sensational and shocking without being the least bit offensive. We are now going ahead on some very extensive advertising plans on this book and *THEATRE STREET*.

¶ Just received a letter from J. W. Furman of the American Mercury, in which he says more Dutton books were reviewed in the American Mercury than those of any other publisher, with one exception.

¶ Richard Montgomery, of J. K. Gill Co., has just given Will Levington Comfort's *APACHE* a grand send-off. So has the New York Times and leading critics throughout the country. The New York Times says: "The result is a fascinating and informative piece of writing as thrilling in its own fashion as a Wild West adventure tale."

¶ Henry Kerr, in the Los Angeles Times, says: "*APACHE* is just as big a book as 'Laughing Boy', and is perhaps a truer index to Indian character than any other book ever written." This book is now in its third large printing.

¶ Mr. Yates, of Brentano's, writes us a very enthusiastic letter about *PARADISE CITY* and *NO MAN'S WOMAN*. *PARADISE CITY* is now in its sixth large printing, *NO MAN'S WOMAN* in its fourth.

¶ Five days before publication date, *READER, I MARRIED HIM* has already surpassed the largest advance we have received on any book for more than six years. This book has also broken another record. It has the first Dutton jacket to pass a 100% rating from Donald Gordon, of the American News Co., Mr. Hood of Baker & Taylor, Mr. Michaels of Brentano's and Mr. Sharpe of Womrath's. Quite often we get the approval of one of these gentlemen, but never before all four of them on the same book.

¶ Josephine Bell Horton, of the Washington Square Bookshop, writes in to say: "We have read the book" (she refers to *READER, I MARRIED HIM*). "What perfectly delightful entertainment!"

¶ Also watch our advertising on *THE ART OF STUDY*, *DUMAS: Father and Son*, by Francis Gribble, *THE PHANTOM WITH WINGS OF GOLD*, the new Ibanez book, *MY LIFE STORY: FROM ARCHDUKE TO GROCER*, and most of all *MULATTO JOHNNY*, the Dutton Prize Book for March, coming March 6. This is one of the most unusual books we have ever read. The advertising campaign on this book will start two weeks in advance of publication.

J. M., Jr.



February 14, 1931

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New, completely revised, and  
up-to-the-minute edition

## **EAT AND GROW THIN**

by Vance Thompson

Revised, with an introduction by  
Dr. Leon Patrick

One of the most popular and successful books ever written on any subject. Through word-of-mouth advertising and personal recommendation, it has become the standard book in its field. The book is now in its 111th printing. More than 600,000 people have lost weight and gained health in this, the easiest, most practical and scientific method.

Ready, February 17th \$1.00

## **3 SURE BETS**

for  
**STOCK PURPOSES**



## **The CHRISTOPHER ROBIN BIRTHDAY BOOK**

A. A. Milne

Illustrated by E. H. Shepard

"What are birthdays?" asks Eeyors. "Here today and gone tomorrow." Because they go so quickly and because they are so hard to remember—the birthdays of relatives and friends—Mr. Milne and Mr. Shepard have made this book. Every day is some child's birthday and here is a most delightful book for birthday-giving.

Ready, February 17th \$2.00

Now in its 8th large printing

## **CONTRACT BRIDGE IN TWENTY MINUTES**

by Harold Thorne

A new revised edition with new quick-sight index—making all the rules quickly and easily accessible; also placing at the player's elbow a rapid answer to all Contract bidding problems. Full explanation of the new Demand Bid. This book is now the last word on Contract Bridge in its highest, and probably, its final form. Endorsed by all three of the present leading American players; Ely Culbertson, the greatest player ever known and holder of all trophies; Lee Langdon, captain of the Vanderbilt Trophy Team; Gratz M. Scott, president of the Cavendish Club.

Ready, February 17th \$1.00

These books will be continuously advertised throughout the spring, summer and fall of 1931.

This signature with your order will entitle you to our maximum traveler's discount.

**E. P. DUTTON & Co., Inc.**

300 Fourth Ave., N. Y.

P. W. 21431

**THRILLERS MAY BE THRILLERS  
BUT HERE'S A HAIR RAISER!**



# JIMGRIM

## BY TALBOT MUNDY

Talbot Mundy has written the spine-chilling masterpiece of this age! It is not a mystery story, but rather a super-adventure tale written in a magnificent flight of fancy. A malicious master mind—hidden away somewhere, but that's part of the secret of the story—is working for the destruction of modern civilization. His powerful weapons, the dream of all modern scientists, are the lost arts of a long forgotten civilization unearthed by his own archeologists. To trace down this demon in human form, Major James Schuyler Grim ("Jimgrim") experiences the most incredible adventures and finally sacrifices his life to thwart the machinations of the dreadful *Dorje*.

Every man, woman and child who loves to read genuine adventure stories considers TALBOT MUNDY the prince of all adventure writers. His host of followers includes kings, presidents, scientists, scholars and ministers of note. The readers who championed such TALBOT MUNDY stories as *King of the Khyber Rifles* and helped to make them best-sellers will find spine-chills unprecedented in JIMGRIM. Let's tell them about it.

**REMEMBER THE DATE • MARCH 20 • \$2.00**

**THE CENTURY CO. • NEW YORK CITY**

*Publishers of the NEW CENTURY DICTIONARY*



House to End Slump Th NEW ECONOMIC ERA  
Today of Costs, DAWNS, SAYS WOODS  
Relief; Ser N. Y. CENTRAL NET  
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IS EXTEN APPEAL

In 44.  
Philadelphia Jobless March on City Hall;  
Council Hears Plea for \$9,000,000 Relief HERE

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THOMAS URGES  
CITY HOUSE

BONDS AG  
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st Break in Ten Years  
as News of M  
London Times  
Warns World May Get Flood of Cheap Goods

**120,000,000**

people are looking for a way  
out of our economic morass.  
Sell this book to this market.

# AMERICA'S WAY OUT

**A Program for Democracy  
BY NORMAN THOMAS**

is a big book, written for the time  
by a big man, and backed by a big  
promotion campaign. Stock it now.

**March 10 — \$2.50**

**THE MACMILLAN COMPANY • N.Y.**  
Boston, Chicago, Atlanta, Dallas, San Francisco

\$447,000 for Local Quota.

Plan Succeeding;

needed in U. S.  
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business  
responsi-  
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International Conference  
Unemployment Considered

BY SON

Wage Incr.



## *Non-Fiction Titles that Are Having Steady Sales!*

**GRANDMOTHER BROWN'S HUNDRED YEARS: 1827-1927. By Harriet Connor Brown.** Published October 28, 1929. Now in its 7th printing—27th thousand. \$3.00

**FRANKLIN: The Apostle of Modern Times. By Bernard Fay.** Published November 30, 1929. Now in its 4th printing—87th thousand. \$3.00


**LINCOLN. By Emil Ludwig.** Published February 8, 1930. Now in its 2nd printing—25th thousand. \$5.00

**SOVIET RUSSIA: A Living Record and a History. By William Henry Chamberlin.** Published April 4, 1930. Now in its 8th printing—12th thousand. \$5.00

**THE ADAMS FAMILY. By James Truslow Adams.** Published June 6, 1930. Now in its 4th printing—83rd thousand. \$4.00

**PORTRAIT OF A DOG. By Mazo de la Roche.** Published September 26, 1930. Now in its 6th printing—10th thousand. \$2.50

**A TOURIST IN SPITE OF HIMSELF. By A. Edward Newton.** Published September 26, 1930. Now in its 7th printing—14th thousand. \$3.50

 *Keep these volumes on display. No one of them will appear in a dollar edition until at least two years after the original date of publication!*

Boston

**LITTLE, BROWN & COMPANY** Publishers



# THE *Epic* OF A CRUMBLING CIVILIZATION

THIS book is a saga of such people as have formed the backbone of nations.

In Sweden they are the Löwenskölds—in Germany, the Buddenbrooks—in England, the Forsytes.

In America, they are the Vaidens.

They are courageous clans, drawn from the Middle Classes. They are perpetually in ferment. They have stamped their characteristics upon our country.

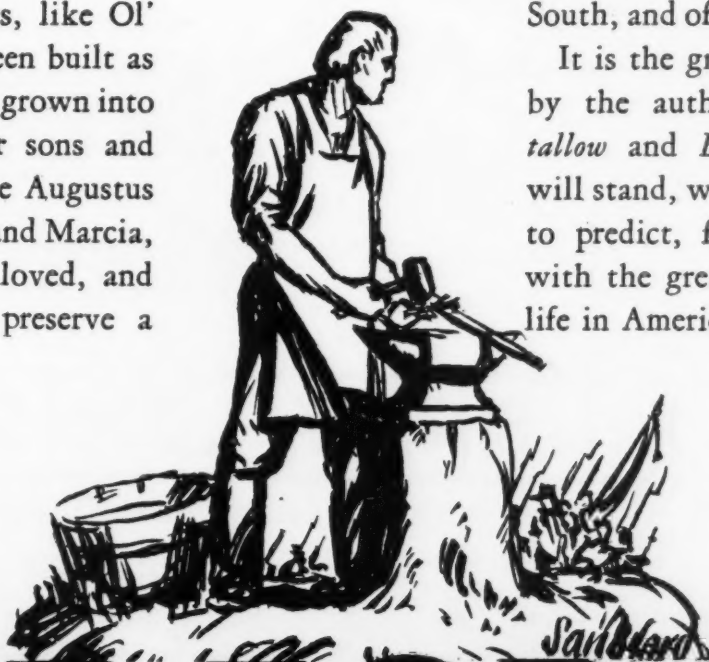
Their homes, like Ol' Pap's, have been built as forts and have grown into manors. Their sons and daughters, like Augustus and Polycarp and Marcia, have fought, loved, and struggled to preserve a

civilization crumbling under their hands.

They have borne the brunt of wars, as did the Vaidens after 1865. They have lived through bewildering social upheavals, like the Reconstruction. Their heroic stories, such as *The Forge*, are vivid chapters in the social history of modern man.

This novel is, we believe, the first of its kind in our literature. It begins a cycle. It is an epic of the South, and of America.

It is the greatest novel by the author of *Teefallow* and *Birthright*. It will stand, we make bold to predict, for all time with the great novels of life in America.



# THE FORGE

by T. S. Stribling

Coming March 6th

\$2.50

Doubleday, Doran

# Damned Little Fool

*Is moral blindness a  
beautiful and lonely  
girl's key to happiness?*

---

**By COSMO HAMILTON**

---

AUTHOR OF "CASTE"

Mr. Hamilton's innumerable readers will welcome this ultra-modern story about the young and lovely Rosita, the damned little fool of the title, whose search for happiness in the maze of divorce is the basis for the author's best work.

February 27th.

\$2.00

# Murder Madness

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**By MURRAY LEINSTER**

---

*Another rousing  
mystery by the  
author of SCALPS.*

In writing the story of Charley Bell's adventures in Rio on State Department business, his escapades in trapping The Master's insidious organization, Mr. Leinster truly has left no thrill unturned. A worthy successor to SCALPS.

February 27th.

\$2.00

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BREWER AND WARREN, INC., 6 EAST 53rd STREET, NEW YORK CITY

# MURDER FOR LOVE

By **IONE QUINBY**

Ione Quinby, in her capacity as reporter for the CHICAGO EVENING POST, has loaned her powder-puff to dozens of female slayers. From a long and exciting newspaper experience she culls the most vivid and dramatic episodes for this book in which she writes of the following ladies who achieved headline fame via the homicide route:

**Ruth Snyder:** *The insurance girl who upset all precedent by preferring a corset salesman to an artist and burned for her bad taste.*

**Clara Smith Hamon:** *Heroine of a liaison with a nationally known political boss, she killed the man who abandoned her and went free.*

**Belle Gunness:** *She was a truck gardener and planted men like onions in her back yard.*

**Wanda Stopa:** *Beautiful woman and brilliant lawyer, she was a poor shot. She killed—but it was the wrong man.*

**Catherine Cassler:** *Indicted for two murders, she first escaped the gallows and later the chair.*

**Grace Lusk:** *She widowed her horse doctor lover when his wife insulted her.*

**Tillie Klimek:** *Arsenic soup was her method of solving Cupid's problems.*

Ione Quinby has a flair for the dramatic and a shrewd understanding of her subjects. Here is a book of 'true stories' more exciting than the wildest of fictional murder thrillers.

To be Published February 24th

**\$2.50**

COVICI • FRIEDE • PUBLISHERS • 386 Fourth Avenue, New York

# THREE STEEPLES

## *Detour!*

Take the road that winds around the three steeples of the township of Midland, and enter into the lives of a group of people seldom so intimately portrayed in a novel of the American scene.

### *Some of the People You'll Meet in This Memorable Novel*

**Bruce Durken**—the serious young man with the reticent, questioning eyes, who literally walks into a baptism of fire—consumed by the flames that devour the tallest of the three steeples. His fateful quarrel with Myrtle Hughes will arouse your pity as well as your smile.

**Myrtle Hughes**—pretty, brunette, impulsive—you'll understand her tragic decision, made when Bruce chose his career.

**Opal Hughes**—her elder sister—homely, patient, and yet the epitome of impatient girlhood—brave enough to leave Midland and its one chance for love.

**Ab Carver**—destined to an honorable place

among the hired-men in fiction—whose deep base merriment and tobacco-stained grin are strangely involved in Bruce's destiny.

**Newt Fuller**—cashier of the Midland bank; an ironical version of the financier, who barely evades the shadow of jail on his way to success.

**John Durken**—the eternal farmer, with an eternal urge that brings disaster on the house of Durken.

**Blanche Durken**—Bruce's mother, one of the most deeply touching characters ever found in a book.

**Dick Prudy**—who marries Myrtle and is saved from disgrace by Bruce.

**Ready February 24th—\$2.50**

COVICI • FRIEDE • PUBLISHERS

386 Fourth Avenue, New York



**BY LE ROY MACLEOD**



# THREE STEEPLES

*Three Steeples* is a highly successful attempt to portray one significant section of our civilization in its own terms — to present the living reality of the American rural community in a novel aglow with vigorous perception, a finely attuned sensitivity, and that sense of pity and irony which have ever been the hall-mark of the artist in words, as distinguished from the mere craftsman. *Three Steeples* is certainly not the mythical "great American novel", but it is a sincere, absorbing story of real Americans in an authentically conceived and projected environment — a novel whose fundamental honesty and deep understanding lift it out of the commonplace to a commanding position among the books of our time that will be remembered.

*Watch for further announcements of this important book.*

Ready February 24th—\$2.50

COVICI · FRIEDE · PUBLISHERS

386 Fourth Avenue, New York





**ON MARCH 6TH**

**...old "Hoppie"  
hits the trail again!**

**A "BAR 20" WESTERN**

He's back again—the old original "Hoppie"—the boy they're all crazy about—bunkhouse conversations and all. He's the most popular character of modern adventure—a regular Sherlock Holmes of Western fiction.

**A HAIR-RAISING MYSTERY**

This time, as usual, Hoppie gets into mysterious adventure. The Kid tells him the gruesome story of his wife's murder. Hoppie unlimbers the old six-shooter—and he and the boys clean out Hell's Center.



—Over a million readers have followed Hopalong Cassidy through 14 books. Many believe he's an actual character. They write him letters. All his famous "Bar 20" books have brought you quick sales. You can count on this new one, for the biggest profits yet.

**DOUBLEDAY, DORAN**

**HOPALONG  
CASSIDY**

**AND THE EAGLE'S BROOD**  
*by Clarence E. Mulford*

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February 14, 1931

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# Gertrude Atherton's

FIRST MODERN NOVEL  
IN FIVE YEARS

## *The Sophisticates*

Seven years ago Gertrude Atherton wrote **BLACK OXEN** which sold 270,316 copies. **BLACK OXEN** gave us the enigma of a woman's youth. In **THE SOPHISTICATES**, Gertrude Atherton's first modern novel in five years, she gives us the enigma of a woman's soul; and the dénouement is equally startling. **THE SOPHISTICATES** is an absorbing and penetrating novel of the moderns of today—the story of a woman of ice who fascinated and maddened the men and women who adored her. Publication February 27th. \$2.00



HORACE LIVERIGHT INC. NY  
GOOD BOOKS



# A Sound Property

for Every Bookseller



the "Few Better Books" are coming into vogue. The life of the genuine best seller has been prolonged.

\* OUR TRAVELLERS report a strong, steadily increasing demand for E. F. Benson's AS WE WERE. Dealers throughout the country are investing in this book as Sound Property. 1931 has carried over this steady seller which fought its way successfully to the front in the year of 1930.

In these days of cautious, intelligent buying, the Sound book is one of proven merit and substantial return.

Each unit of sale at \$4 reduces your overhead—one reason why AS WE WERE is a real profit maker.

Booksellers everywhere agree that

AS WE WERE, one of the "few better books," is now in its 6th Ptg.

In reordering AS WE WERE consider the following points.

- 1 Your Clerks may recommend it as witty, urbane and above all important.
- 2 The Public at large has been its selecting committee.
- 3 You are taking no risk in stocking it heavily.
- 4 Remember when you stand before your fiction counter  $2 + 2 = 4$ —but on the non-fiction counter AS WE WERE at \$4 means half the overhead or twice the business.

AS WE WERE has made its way!

\* Nearly every bookseller visited has reordered on January orders.

## AS WE WERE

A Victorian Peep Show by E. F. BENSON

Longmans, Green & Co., 55 Fifth Ave., New York



▪ "K" ▪ *This Strange Adventure* ▪ *Bab, A Sub-Deb* ▪

*More sheer **DRAMA** than  
in any story she has ever  
**WRITTEN!***

# MY STORY

*Mary Roberts  
Rinehart*



She became a hospital nurse at 17. She married a head surgeon at 19. She started to write during a convalescence from diphtheria. She raised three children, kept house, and made a success of her writing at the same time. She left her first play in David Belasco's



mailbox and had it accepted within 24 hours. She is the only woman on President Hoover's Public Lands Commission. She was the first woman to visit the Belgian, French and British fronts in 1915. She shoots, fishes, rides and sews with either hand. She is the complete modern woman. Her story reflects brilliantly the drama and human interest of her life.

Ready March 12. Over 450 pages, with 31 pages of illustrations, \$2.50.

**FARRAR & RINEHART**

12 East 41st Street, New York

▪ *The Man in Lower Ten* ▪ *Kings, Queens and Pawns* ▪

*The Door* ▪ *The Circular Staircase* ▪ *The Case of Jennie Brice* ▪ *Tish* ▪ *Nomad's Land*

*Seven Days* ▪ *The Amazing Interlude* ▪ *23 1/2 Hours' Leave* ▪ *Nomad's Land*

# Coming Friday March 13<sup>th</sup>

## Six more CRIME CLUB winners!



### Listen in!

to the Eno Crime Club program every weekday night at 6:45 E. S. T. over WABC and the Columbia chain.

March 13th is a big date for The Crime Club—6 titles, and all of them headliners!

### THE GYRTH CHALICE MYSTERY



by *Margery Allingham*, author of "Mystery Mile." The March selection of the Crime Club Jury. \$1.00

**WHITE FACE** by *Edgar Wallace*. Double your usual order on this Wallace thriller—and watch your stock—it's the best in Crime Club memory! \$1.00

### THE GRAND MODENA MURDER by *Leonard R. Gribble*.



An exciting new adventure of Inspector Slade, Dept. X-2, Scotland Yard, who had charge of "The Case of the Marsden Rubies." \$1.00

### MURDER ON 47TH STREET by *Beulah Poynter*.

All the glamour of New York's underworld of night clubs and obscure hotels is in this mystery of cold-blooded murder. \$1.00

### DEATH IN A DECK CHAIR by *Milward Kennedy*.



He wrote "Corpse Guards Parade." This new story of a very public... and very secret... murder is bound to be a good seller. \$1.00

**THE THREE R'S** by *Granpat*. Murder in the French Secret Service, an international mystery by an author whose books have thrilled all England. \$1.00



(Sell \$12 units—yearly subscriptions to the Crime Club.)

**THE CRIME CLUB, INC., Garden City, N. Y.**

She's

going to make money  
for every bookseller

One look at this novel tells  
you it will sell and SELL!  
2 large printings before  
publication. The story of a  
little blonde who knew her  
stuff.

Wilson Collison's

# BLONDE BABY

TO BE  
PUBLISHED  
Feb.  
20th  
PRICE \$2.00

... and speaking of Profits, have you ordered stock of

## The BRIDGE OF DESIRE

Warwick Deeping's most challenging novel

*3 large printings already called for and Publication date two weeks off (February 27th.) \$2.*

ROBERT M. McBRIDE & CO., 7 West 16th Street, New York



# Incunabula And Americana

1450—1800

## A KEY TO BIBLIOGRAPHICAL STUDY

BY

MARGARET BINGHAM STILLWELL

This book will prove itself a veritable *vade mecum* for all booksellers, collectors and librarians who are concerned with either incunabula or Americana. Its tables, bibliographies and reference sections contain the substance of twenty years of study.

\$12.50, quarto

Columbia University Press



# WILLIAM FARQUHAR PAYSON

Incorporated

## SAIL HO!

Windjammer Sketches Alow  
and Aloft

by GORDON GRANT

Sixty-four full page drawings by the foremost painter of sailing ships in America, portraying the romantic vessel that is now almost a legend; the crews; the sea in its variable moods and the comic relief of life on deck and in fo'castle. This should sell on sight to everyone who sails, as well as to admirers of Grant's pen and brush. A year-round gift. There is also a limited edition of 47 copies, autographed, \$25.00.



May 4  
\$5.00

## The Nun of the Ca' Frollo

The Life and Letters of Henrietta Gardner Macy  
By CLEMENTINE BACHELER and JESSIE ORR WHITE

March 16—\$5.00

The biography of an unusual American woman whose school in Venice for Italian children became famous throughout the world. She was the friend of Duse and D'Annunzio—it was Duse who called her "The Nun of the Ca' Frollo"—and the book contains unpublished Duse letters.

## The Shakespeare Garden

By ESTHER SINGLETON

April 6—\$3.00

First published in 1922, and since out of print, there has been a wide-spread demand for this book. New, enlarged edition, containing 32 illustrations from photographs and old wood-cuts of 16th Century gardens.

## The Legends of Flowers

April 13—\$3.50

Translated from the Italian of PAOLO MANTEGAZZA by MRS. ALEXANDER KENNEDY

Tales and legends, drawn from many sources. Will appeal to garden lovers as well as to those who cherish beautiful, poetic prose. Finely illustrated with headings in black and white, and colored frontispiece.

## Hidden Allusions in Shakespeare's Plays

By EVA TURNER CLARK

Just published. \$7.50

A Study of the Oxford Theory Based on the Records of Early Court Revels and Personalities of the Times. Important, scholarly and controversial.



### PREVIOUSLY PUBLISHED

#### OLD WINDMILLS OF ENGLAND

By R. THURSTON HOPKINS. With many photographs and drawings. \$6.00

#### AN OUTLINE HISTORY OF PAINTING IN EUROPE

To the End of the Nineteenth Century

By S. C. KAINES SMITH. With 24 pp. in full color, 130 monotone plates. \$7.50

#### THE CATHEDRALS OF ENGLAND AND WALES

By T. FRANCIS BUMPUS. Pocket edition unabridged. 56 illustrations. \$1.50

#### NEW YORK

By JAMES FENIMORE COOPER. First edition, limited to 750 copies. \$10.00

598 Madison Avenue o o New York



FROM  
THE PICTURE JACKET

We wanted to call this book

**EX-BROAD**

But the "Ex-" titles had been overworked

And we thought of

**UPPER BROADWAY LADY**

But this seemed too local.

Every day brought a flock of suggestions  
from the office enthusiasts.

**BEAUTY AND THE BEASTS**

and

**"BABE"**

**The Love Life of Florence Hanley**

and

**FREE AND EASY**

and

**MONEY FOR LOVE**

and

**FROM PILLOW TO POST**

and

**CINDERELLA NEEDS SHOES**

•

Any one of the titles would have  
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by Sally Chayes

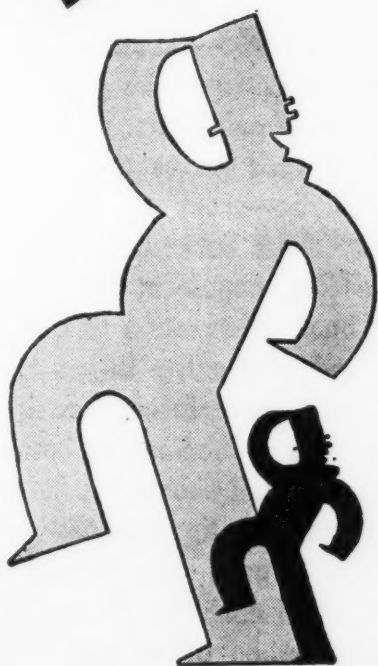
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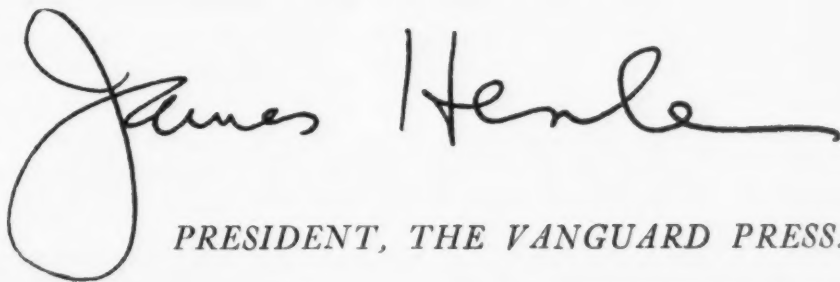
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## TO THE TRADE:

The first and only prediction I have made since becoming a publisher was issued soon after entering the book world, before I had learned how dangerous all predictions are. It was printed in *Publishers' Weekly* of March 2, 1929. In it I pointed out that the success of *IN THE REIGN OF ROTHSTEIN* by Donald Henderson Clarke was due not to the material it contained but to the manner in which the book was written, and I declared, without hesitation, that Mr. Clarke would be the author of many more volumes that would delight the American public. I leave to the booksellers of this country the decision as to how completely my prediction has been fulfilled.

Now I am about to utter another prophecy. In all probability I shall not make a third for at least another two years.

On February 26 The Vanguard Press will publish **WOMEN ARE NECESSARY**, a novel by John Held, Jr. I predict that this book will have an enormous sale—not a good sale, mind you, but an enormous sale. I predict that it will be hailed by the critics with enthusiasm. I predict, furthermore, that this novel will be read two years from now and twenty years from now. And I assert that Mr. Held will be remembered long after we have passed away as an authentic and many-sided artist—sincere and humble and American to the core.



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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 14, 1931

## What About Abandoned Literature?

Edward F. Stevens

*Pratt Institute Free Library, Brooklyn*

SINCE the written word began, since the printed book reproduced and multiplied that word, it has been the purpose of writing and printing to express thought, to disseminate it and to preserve it as literature. When that literature is beautiful or rich or stately, it becomes the precious possession of the several nations of the world as the proud product of native genius or culture, and when it is rendered into different tongues, it belongs to nations other than the land of its origin, and so becomes universal, enduring, and, possibly, immortal.

Contributions to learning and knowledge, the results and conclusions of scientific discovery and research, belong, also, to universal literature, and the printing press has been devoted for nearly five hundred years to spreading knowledge in all languages, so that every man should know. The printing press evolved the book to embody that literature, and the book called forth the library to preserve and make accessible the conceptions of men's minds which have made civilization.

A half a thousand years ago the book for the library possessed qualities in keeping with the value and importance of the writing it enshrined. The elements of a book—paper, print and binding—were appropriate to a product which should serve its purpose in keeping itself and its contents alive. Thus a book of the fifteenth century, when printing began, is as beautiful and serviceable today as then, and will be equally so at the millenium of printing, when the book of today will be only a melancholy memory in the history of neglect.

*AT the Midwinter Conference of the American Library Association librarians discussed the problem of out-of-print classics, and Edward F. Stevens presented a plan for making such titles again available, under endowed support. He discusses this idea further in this article. The Book Production Committee will present this subject at the annual A. L. A. Convention next June.*

The production of books, once the prerogative of printing-presses whose proprietors were craftsmen and in many instances scholars and patrons of letters, has become the province of practical publishers who are first of all merchants; and books of the present day, whatever their importance or insignificance, are produced to make profit as printing for commerce. This is legitimate as business, but prejudicial to literature. Selling qualities are the sine-quanon in modern books, and the output of

the American publishing trade in recent years betrays the feverish pursuit of writings which will awaken the sensation that shall liberate the dollar. Hence, an enormous out-giving of print in the guise of books has been the recent reproach of authorship, of printing and publishing, and of reading. When serious contributions are undertaken, and, happily, these are many and creditable, the materials of the book must be cheapened to offset their unpopularity, and these books die upon the library's shelves from physical exhaustion.

It is true that the Revival of Printing in the twentieth century has given splendid impulse to good bookmaking, and many special and "private" presses are now demonstrating the arts of the book. The American Institute of Graphic Arts is an international influence for standards in typography and book production. But "limited editions" and "privately printed" books by their very designation, and the exhibits of "Fifty Books" by their exclusiveness throw into bold relief the unlimited editions for public sale in which every consideration must yield to the "margin of profit."

Fifteen years ago at the Pratt Institute Free Library in Brooklyn the "Alcove" was hopefully set apart to display a selection of books making known the great writings of all ages, chosen to be representative of the authors' genius, in editions worthy of literature, and suitable for the shelves of public and private libraries. An "Alcove List" was printed descriptive of the books shown. But at once the collection began to break down. The carefully picked editions were suffered to go out-of-print one after another, and the substitutes offered proved to be cheap reprints and "handy" editions insufficient as books and inappropriate for libraries. The Alcove, once so promising, had by 1931 become a reproach to literature, to the producers of literature, and to the Library itself. This spring the Alcove ceases to exist, because literature has been denied its books. The Alcove List no longer signifies, and has become an anomaly. The collapse is as complete as it is humiliating.

At this point librarianship enters its remonstrance with those upon whom it depends for its resources. When the classics of literature can no longer be pro-

duced profitably or properly as merchandise, and libraries must accept cheap substitutes or do without, there is justification for librarianship to come to the rescue of abandoned literature. Where authors' and producers' rights no longer prevail, and writings have become common literary property, books may once more be made fit for their purpose, in workmanship and material honorable and serviceable. Librarianship is now making inquiries towards accomplishing this. This is not presuming to usurp the privilege of publishers, but librarianship must print for itself, when publishers stop printing for libraries.

There has just appeared in a preliminary edition *A List of Books for College Libraries*, prepared by Charles B. Shaw, Librarian of Swarthmore College. It is a responsible undertaking of two years' duration, involving a wide survey, with many institutions participating, encouraged by the Carnegie Corporation. The editor reports that "many out-of-print books are listed." They are included as indispensable to college libraries, and yet not to be had except as possible "pick-ups" or chance "finds," or as rarities procurable at excessive or prohibitive cost. Even when thus found in "good second-hand condition," these copies have already progressed upon the road to disintegration from age and previous wear and tear. It's not the part of wisdom for colleges, universities and general libraries to be content with an existence made precarious by dependence for the integrity of their collections upon the chance that the essential books continue to maintain a general "sales" value.

It is, indeed, to the publishers who once sponsored these important works that education must first look for the redemption of its authorities; and the approach has already been made for certain reprintings in the hope that the new demand to be awakened by this list will encourage republication as a safe venture. It would be unfair, of course, to expect any publisher to indulge in speculative risks to promote education at the expense of his business. Though it should be recorded that many publishers, especially of the "old school" have deliberately undertaken unprofitable publications on behalf of learning or for the encouragement of authorship, to the lasting honor of notable firms who might

be named. In future, however, the problem must be solved upon a scientific rather than a sacrificial basis, and even as education itself is not a "paying" undertaking and everywhere must be supported, so certain instruments of education, the books needful but not profitable, can be revived on the endowment principle and be restored to the libraries otherwise to be denied them. Publishers are invited to give a sympathetic hearing to approaches which are now being made on behalf of valued works which once bore their imprint, but are now abandoned as unmarketable, in the hope that they may be restored to usefulness and again be made to recompense their authors and producers.

Here again when "common property" is the case, revivals of literature may belong to librarianship in wider fields than in the classics which brought failure to the Alcove at the Pratt Library. The merits of bookmaking may again enter the scheme with study of material and design, so that, once restored, these books shall survive as adequate and serviceable tools for libraries even as books were when printing was invented.

If the library is the "pulsing heart of the university" and the public library is the "university of the people," then it belongs to librarianship to insist that books shall be their elemental and ultimate claim in the performance of their responsible duty.

## A Word From London

Frank Swinnerton

THE most interesting New Year item from the London book world is Sir Ernest Benn's innovation in the matter of bookselling finance. As is well known, English booksellers are generally under capitalized. They have not the money to pay for large stocks, and unless they are big firms, or very enterprising firms, they tend to live from hand to mouth, ordering only such books as they cannot be without. This is not a healthy state for the small bookseller; and it gives a great advantage to such large firms as W. H. Smith & Sons, with their chain of shops all over the country. But Sir Ernest Benn has had a notion, already copied, whereby he may both help the bookseller and help his own firm. He has offered to engage as a Benn Stock Agent any bookseller who will accept certain conditions. The conditions sound charming. For Ernest Benn, Ltd., will give the bookseller a cheque for any amount over fifty pounds as a capital loan, without interest, if the bookseller will order (on journey terms, and for strict monthly account) a corresponding quantity of Benn books. The bookseller must engage to keep in stock Benn books to the amount he has received, but he can end his contract by three

months' notice, and he can then repay in cash, return his books, or settle partly in cash and partly in returned books.

I am told that the scheme is a great success. It gives the booksellers the sense that they have something to show; and it puts Benn books into circulation. The public will see some good books, will have a choice of good books, and perhaps will buy some good books. We shall see. Until other publishers get busy, I assume that the notion will work very satisfactorily indeed. And at any rate it really does move the booktrade, which is in need of exercise.

There must be a reverse side to the matter. I have not, as yet, heard any specific criticism of the scheme as outlined by Benn; although it is obvious that if a bookseller becomes a Benn agent, and if other publishers either starve him or wish to establish him in the same way as *their* agent, he will have some difficult bookkeeping to do. Benn does not publish all the books, so that a squeeze might be a misfortune; and as for unlimited agencies, they need unlimited premises and unlimited staff. Nor do I know if anything similar to the Benn scheme exists in the United States, from which a lesson could be



drawn. In England, at least, it is novel. The test of the plan, as applied here, will come later, when sales can be judged, and when other publishers have made up their minds upon a course of action.

Sir Ernest Benn, who is at the head of the Benn business, is what is known as a hard-headed business man. His experience until a few years ago was entirely with trade periodicals, of which he made a great success. But he ventured into the book business at a time when he had the advice regarding books of Victor Gollancz; and the result of this collaboration was very striking. With the departure of Mr. Gollancz, who formed his own publishing company, and who has since scored a quite sensational success, the Benn list has naturally changed in character. Sir Ernest Benn is primarily a business man, and his interests are social and political rather than specifically literary. But he has been aided by his young sons, and the Benn business is still a vigorous concern, especially on the business side. For example, there is the present scheme. There have been rumors, moreover (though I cannot say anything as to their truth, partial or otherwise), that Sir Ernest Benn would be willing to consider the purchase of other publishing businesses, as he purchased that of Fisher Unwin. The purchase of publishing businesses in London, however, has become nowadays a difficult matter; for so many have been absorbed by Messrs. Hutchinson that the remaining firms are practically offer-proof. Nevertheless, one hears of offers being made—and refused.

Another effort made by the Benn business lies in the direction of persuading select members of the public to meet and hear authors in the Benn offices. Such authors as A. P. Herbert, John Drinkwater, Humbert Wolfe, and Shane Leslie, have already read or will shortly read from their works to an invited audience. If it is a success, this plan, also, will probably be followed by other firms, for there is no question that the literary lunches arranged by Messrs. Foyles, the second-hand booksellers, have been a success.

Great trouble is experienced in England in getting the booksellers in a town to cooperate with each other. Maurice Marston, the secretary of the National Book Council, has just been finding out

how different is the case in Germany, where cooperation is carried to considerable lengths. But there has been an admirable concerted effort in Glasgow; and the results have been so satisfactory that attempts are to be made to induce the booksellers in such cities as Hull and Nottingham to join together in a book rally before next Christmas. There is no doubt at all that English conservatism in this respect opposes obstacles to many possible aids to book publicity; and while matters are improving they still need a little push. Perhaps the National Book Council can achieve the miracle. It is continuing the good work it did in producing a fine catalog of 3s. 6d. books by planning catalogs (all-embracing) of half-crown books and omnibus books. It is also issuing a revised catalog of three-and-sixpennies.

Stanley Unwin, who has done so much to stimulate all schemes for what may be called the rationalizing of the publishing trade, has been broadcasting from London over the radio an address upon the sale and reading of English books abroad. It was a most interesting contribution and must have given the general public a new conception of the power and distribution of English books. I myself am often astonished at the knowledge displayed by visitors from the Continent of English books and English authors, and Mr. Unwin illustrates this knowledge. But I can give an example which shows the fact in a nutshell. The other day a young Czech author visited me at my club. As he was going, he said: "It is very thrilling for me to come to this club; for I have always longed to see it. It was from this club that Phileas Fogg started to go round the world in eighty days! That book I read as a boy, in English. It was one of my favorites. And now I have seen the actual club of which Phileas Fogg was a member." He was tremendously excited at the thought. Previously he had demonstrated a very lively knowledge of English authors and their work. Also of American authors and their work. It seems to me that it was rather a feat on Mr. Unwin's part to get the British Broadcasting Corporation to broadcast so instructive and illuminating a demonstration of the activities of the booktrade, and so excellent an advertisement for the Na-

tional Book Council. But Mr. Allen is a devoted worker in the cause.

A new publisher has made his appearance in London. I am not quite sure how far he is a new publisher, but he will assuredly be welcome. This is James Hamilton, the London representative of Harper and Brothers. Mr. Hamilton is now registered as "Hamish Hamilton, Ltd.," and he will begin publishing at once. He remains Harper's representative, and several of his first books are the work of Harper authors; so the new venture does not imply any break. Rather, it may seem to indicate that for reasons of convenience the English publishing of Harper's may be done by Mr. Hamilton, by arrangement. On the whole, the fortune of American publishers who have established London houses has not been very satisfactory. It is difficult to work another business from a distance so great; and it is difficult to get really appropriate personnel. I have previously indicated that a London representative who has not the power to buy at sight is very much handicapped. He may scout; but if he cannot buy he has to submit his recommendations to New York, and is thus stamped as a nonentity. Meanwhile a traveling American publisher, arriving, may get the book. He can decide at once whether he wants it or not. On the other hand, an agent in London, if his activities are too great, is apt to tread on the toes of English houses. The wise plan is for the two businesses to be distinct. Then the London house can make its own arrangements, and the New York house can go its own way. It is possible at times to unite the two businesses in a single deal; but not always, and I should have said not often.

I see that Hugh Walpole has been suggesting that the Subscription Libraries in England may discontinue their guaranteed subscriptions. Mr. Walpole may have sources of information that are closed to me; but I may perhaps be allowed to say that I have heard only the very vaguest rumors of any such intention. Nor do I think it likely, as Mr. Walpole says, that there will be any considerable diminution in the number of novels published in future by enterprising houses. From time to time an individual publisher will say he is going to be cautious in the matter of new

novels; but he never is able to resist the lure of new novels. So far from a diminution being probable, it seems to me from all I hear that the numbers will tend to continue rising. It must be borne in mind that a novel is the least expensive kind of book to produce. The author, if he is young, has not to receive very much money, and the cost of production is as low as it can be. What may happen, if business continues bad, is that authors who have been in the habit of receiving advances beyond their earnings may have to go a little shorter. But that was inevitable, anyway. The trouble with the past year in England, for novels, was that about a dozen books swallowed all the big sales, and that the public was so busy reading the sellers that it allowed the other books to wait until copies were easy to obtain. When that happens, sales slide a little. But that there was any sensational slump in the sales of books by established authors I do not believe for one moment. Indeed, although business has been described all round as stagnant, more than one English publishing firm beat its own figures last year, and others (I have direct evidence of both examples) were only slightly below record.

The Bumpus exhibition of Oxford books has been a very great success, and has started off the new premises—or rather the opening of the Old Court House—with éclat. I think we shall all be very grateful to Mr. Wilson for his enterprise, which will not only benefit his own business, but the booktrade as a whole. The exhibition was thoroughly well planned, and its organization reflects great credit on Mr. Wilson. This very able bookseller has also, by delivering and then reprinting his lectures on Bookselling ("The Business of Bookselling." Associated Booksellers of Great Britain and Ireland), increased the debt owed to him by the trade. The lectures were full of facts, full of sense, and full of vision. There was not a ha'porth nonsense in them, even when Mr. Wilson was speaking of his own love of books; and for their purpose it seems to me that they were ideal. I am glad to know that the first edition is sold, and that the trade as a body is in full support of so excellent a production as this surely is.

# A Study of Washington Biography

Albert Bushnell Hart

*Historian of the George Washington Bicentennial Commission*

**I**N the great folio book catalog in the Library of the British Museum can be found about a hundred titles of biographies of George Washington in many different languages. The greater part of these works is made up of compilations and restatements from earlier publications. Nevertheless the number of serviceable biographies of Washington is not less than twenty-five. Of the remainder, many are practically restatements of what some previous writer has said. A few are clearly intended to persuade the readers that Washington was overrated by his contemporaries and by mankind.

Washington's obsequies were hardly at an end when announcements were made of two biographies which have ever since been used as a quarry for later writers. Upon the title-page of the first appears "By Mason D. Weems, Rector of Mount Vernon." Weems was not a rector in the sense in which that word was used at the time; for there never was a rector of Mount Vernon. He had none of Washington's manuscripts at his disposal. Yet this assemblage of anecdotes, many of which were certainly invented by the author, is said to have gone to seventy editions, and still pursues its pernicious task of leading people to think that Washington was a pompous, vain, rather unintelligent, goody-goody character.

The other work was entirely respectable, for it was written by John Marshall, the renowned Chief Justice of the United States. The first edition (1804-1807) was published in five volumes and was sold by subscription, Parson Weems being the chief canvasser. It is an example of how useless a biography may be even if written by a great lawyer. Much of the manuscript material which will shortly begin to appear in a definitive edition of Washington's writings was not available to

Marshall, nor was he skilled in handling such material as he had; and there is little analysis of Washington's character.

The era of dull brief biographies of Washington began with John Corry's "Life of George Washington," published the year after his death. That volume and such books as Aaron Bancroft's "Essay on the Life of Washington" (1807) and David Ramsey's "Life of George Washington" (1811) are hardly consulted nowadays even by historical searchers.

A new epoch in Washington biography was opened by Jared Sparks, President of Harvard College who, in 1829, published a one-volume "Life of George Washington," which is still a useful book. He was the first author to make extensive use of Washington manuscripts. But such Lives as those by James Trumbull (1829) and James K. Paulding (1835) and the great French historian Guizot (1840) and Charles W. Upham (1852) and Edward Everett (1860) added very little to the knowledge of what took place in Washington's life or what Washington said and thought. One of the literary curiosities of that period is the "Life of George Washington in Latin Prose" by Francis Glass, which might perhaps be useful nowadays to the Italian Fascists.

The one outstanding Washington biography of the Nineteenth Century was Washington Irving's "Life of George Washington," (1834-1837) in three and subsequently five volumes.

The great event in Washington's biography was the editing by Sparks of an edition of Washington's "Writings" in twelve volumes, completed in 1837, which has ever since been a source for biographers. Washington Irving was the first American to search out the ancestors of George Washington in England.

Some interesting and important source



materials, besides Sparks' edition of Washington's works, were opened up in this period. George Washington Parke Custis, grandson of Martha Washington, published a volume of reminiscence, which among other things describes the place of Washington's birth.

Benson J. Lossing, a rather careless investigator, made some progress in identifying early sites connected with Washington.

Biographies by Paulding, James Trumbull, Francis Glass, Charles Wentworth and Edward Everett added very little to the world's knowledge of Washington.

After the Civil War arose a new school of historical writers under the influence of such leaders in historical interest as Andrew D. White of Cornell, William F. Allen of the University of Wisconsin and Justin Winsor of Harvard College. They and their fellows brought together a collection of material in American history and trained the young scholars who were to become the historians and biographers of the next period.

In this new school of biographers was John T. Morse who edited a cooperative series entitled "American Statesmen," one of which by Henry Cabot Lodge was a "Life of George Washington" (2 volumes, 1895), which was the freshest and most appreciated two volume work on Washington down to that date. Earlier biographers and historians treated Washington as though he were a sort of deity, who descended to earth, saved his country and then disappeared. They left almost out of account his remarkable personality, his interest in men and things and his unusual common sense and business ability.

The first good writer to forsake the con-

secutive method of following Washington from decade to decade, was Paul Leicester Ford in his "True George Washington" (1900). This book was founded on contemporary sources, and deals with the various sides of Washington's character

and qualities. He was one of the first Washington biographers to make use of his invaluable diaries. His books remain one of the most readable and truest to nature that has ever been written about Washington.

Alongside this new interest in Washington, chiefly based upon a better knowledge of what he said and did, came a group of excellent and helpful writers who drew from the sources of information about the various fields of Washington's activities. Archie Butler Hulbert published two valuable books, one of them "Washington's Road" (1903) and the other "George Washington and the West" (1905). Paul Wiltach has published three volumes—"Mount Vernon" (1916), "Potomac Landings" (1921), and "Tide-water Virginia" (1929), which deal with the social background of Colonial life in Virginia, among Washington's kindred and friends. Dr. S. Weir Mitchell wrote "Washington in His Letters" (1903). Archibald Henderson has published "Washington's Southern Tour" (1924) and is now engaged on "Washington in New England." Charles Moore has drawn a striking pen picture of the surroundings of Washington in his "Family Life of George Washington" (1926).

A rising light among Washington scholars was Paul Leicester Ford's brother, Worthington C. Ford, who was for years a student of Washington material and issued a new and much improved edition

**T**HE United States Commission for the Celebration of the Two Hundredth Anniversary of the Birth of George Washington has undertaken the difficult task of publishing all the many thousand letters of George Washington that are extant; all his memoranda on public affairs and many on private matters; all of the General Orders issued from his headquarters during the Revolutionary War; all the State papers.

The "Writings of George Washington" will be sold in complete sets of about twenty-five volumes to libraries and other public institutions at a net price of about fifty dollars per set. Orders for these sets should be addressed to the United States George Washington Commission, Washington Building, Washington, D. C. The first volume is entirely completed and plated and will be ready to go out to subscribers very soon.

of the "Writings" of Washington in fourteen volumes (1889-91), and also a "Life" of George Washington (1899). Useful books for young minds were the Owen Wister's "Seven Ages of Washington" (1907), and S. Weir Mitchell "The Youth of George Washington" (1910). Woodrow Wilson published a brief but interesting "George Washington" (1924).

During the present decade a group of Washington biographers has arisen who started out with the conviction that Washington has been much overrated, that there is a shady side of his life which has never been acknowledged, and that in many ways he was a failure. Hence they have undertaken to sell to the public a George Washington who was unknown to the people with whom he associated. W. B. E. Woodward in his "George Washington: The Image and the Man" (2 vols., 1926-1928) holds Washington up as an unhappy, friendless young man, without confidence in himself. Rupert Hughes in his "George Washington" (3 vols., 1926-1930) appears to feel a personal hostility toward his subject. A reader who had never seen anything else about Washington would gather that he was a failure as a boy, a young man, a Colonial soldier, as the leader of the Continental Army, and was guilty of several breaches of morals. John Corbin in his "Unknown Washington" (1930) bases his work on the unfounded assumption that nobody, till he undertook the

task, had understood Washington or diagnosed his peculiar character.

The most remarkable and most authentic book about Washington published for many years is Thomas G. Frothingham's "Washington Commander-in-Chief" (1930), which solves the problem of the military success of that Virginia planter and colonial soldier who defeated the best trained generals that England knew to send into the Revolutionary War.

After all, the best biographer of George Washington was Washington himself. Fortunately, we have abundant material from his pen. Three names stand out among the men who have revealed George Washington to his countrymen by making his own voluminous writings accessible. Jared Sparks' edition of Washington's works was useful. Worthington C. Ford's is fuller and much more careful, but it is far from including all of Washington's known writings. John C. Fitzpatrick published for the "Ladies of Mount Vernon" (1925) four volumes, containing all the Washington diaries, except a few that have been lost. He also elucidated that work by very interesting and painstaking notes. Nobody can write about Washington henceforth who does not use the diaries, for there you have the man himself—on his farm, surveying his lands, greeting his friends, going to church, settling his affairs. They are amazingly full of what Washington did.

## Boston Booktrade News

Dale Warren

**B**OSTON is still holding its own in the matter of best-selling fiction. Although the days of "The Scarlet Letter," "Little Women," "Pollyanna," "Quo Vadis," "If Winter Comes," "The Little French Girl," etc., may be dwindling into the past, other winners are creeping in to maintain the tradition. Witness "Jalna," "All Quiet on the Western Front," "Laughing Boy," "Years of Grace," "Philippa" and others which booksellers have had a hard time keeping in stock for more than overnight. It won't

be the fault of the enterprise of the combined forces of Little, Brown and the *Atlantic Monthly* if another best seller from these parts is not on its way. A new prize contest was announced on February 1st of \$10,000 to be given at the end of the year to the author who shall have submitted the most interesting and instructive novel. Five thousand dollars is the outright prize, independent of royalties, and the remaining \$5,000 is in advance of royalties, the author to retain serial, motion picture and dramatic rights. Manuscripts may run

anywhere from 50,000 to 200,000 words. Serialization is to take place in the *Atlantic Monthly*, and the novel is to be published by Little, Brown and Company. When it is realized that Mazo de la Roche's "Jalna," the recipient of an earlier award of this character, sold in excess of 200,000 copies, there need be no hesitancy in expecting great things from this new announcement.



The Macmillan Company recently opened its Newbury Street offices for a reception to Norman Thomas, author of "The Way Out: A Program for America." Mr. Thomas has a nationwide reputation as lecturer and writer on economic problems, and was Socialist candidate for President in 1928. His new book is a complete exposition of socialistic principles and their application to conditions in the United States.



Charles E. Goodspeed has recently sent out the following letter on the letterhead of his Ashburton Place bookshop: "I am engaged upon a Parsons bibliography and believe that I have listed all of his publications in book form. Of the leaflet poems there are probably some of which I do not know, although I have at present located about one hundred such. I should be grateful if the owners of any of these productions would favor me with a list of them. I should, also, be interested to supplement the somewhat scanty biographical material of Dr. Parsons which I now have by further information, as there are many years of his life of which I have been unable to learn anything."



Each time I go into the Dartmouth Bookstall I am impressed both by its attractiveness and efficiency. This relatively new shop in the heart of the residential district has an interesting assortment of prints and an excellent stock both of old books and the most popular current titles. There is hardly a reader, I understand, on Commonwealth Avenue, who does not patronize its lending library. Among the books featured in February were: E. M. Delafield's "House Party," Henrietta Leslie's "Mrs. Fischer's War," Anne Green's "Reader, I Married Him," Vicki Baum's

"Grand Hotel," Struthers Burt's "Festival," Rebecca West's "Ending in Earnest."



Dorothy Speare is back in Boston again after a long absence, spent principally in the opera houses of France and Italy, where she has been singing leading rôles for the past five years. Miss Speare is well remembered for her novels, "Dancers in the Dark," "The Gay Year," and "A Virgin of Yesterday," and is now resuming her writing in earnest, with occasional concerts and operatic appearances on the side. Her short stories are appearing in a number of the magazines and she is at work on another full-length novel. Another young local authoress, Doris Peel, is sailing in April for a summer in England. After finishing her latest novel, "Five on Parade," she has written stories for the *American Caravan*, *McCall's*, *Pictorial Review* and the *Forum*. "Five on Parade," which is Miss Peel's second novel, is soon to appear in England over the Harrap imprint.



Charles E. Lauriat Company have just issued an elaborate circular, listing fifty or more of the best recent books on the sea. The cream of the collection, featured on the front cover, is Darcy Lever's "Young Sea Officer's Sheet Anchor," which is a mine of information on old-time seaman-ship. For many years Lauriat's have maintained an enviable reputation for the selection and distribution of books on sea-faring subjects. Incidentally, Charles H. Taylor of the *Boston Globe* has one of the best private libraries of nautical volumes in this part of the country.



The Boston branch of the League of American Pen Women recently held a book party at the Hotel Statler. The participants in the fancy dress pageant represented forty or more books, many of them by local writers who were present either as members or guests. . . . Among the February speakers at the Boston Authors' Club were: Nancy Byrd Turner, Ralph Adams Cram, and Edward Weeks. Mr. Weeks' recent article, "My Friends the Writers," in the *Atlantic Monthly*, is looked upon as one of the best literary articles the year



has so far brought forth....Annie Russell Marble, former literary editor of the Worcester (Mass.) *Telegram-Gazette* spoke at the College Club the other morning on the work of Mary Borden, Susan Ertz, Anne Douglas Sedgwick, Evelyn Scott and Sophia Cleugh....Albert Edward Wiggam, whose many provocative books are published by Bobbs-Merrill, spoke recently at Ford Hall on the subject: "What Civilization is Doing to Us." Dr. Wiggam maintained that "the decline in American intelligence is caused by the

dying out of college graduates. If the colleges of America should depend solely on the children of the present graduates for their future students, their buildings would be empty within two hundred years because of the present birth rate." It was not noticed that representatives of Harvard, Radcliffe, and Simmons, were conspicuous in the audience....Rev. William L. Stidger of Boston is the author of "Men of the Great Redemption," published by the Cokesbury Press. The introduction is by President Marsh of Boston University.

## Booksellers Develop Convention Plans

*Three Conventions for American Booksellers This Year*

Ellis W. Meyers

*Executive Secretary of the A. B. A.*

**P**ROGRAMS for three conventions of the American Booksellers are being arranged. The Western Division of the A. B. A. will meet in San Francisco for three days, April 23rd to 25th, the Eastern Division will meet at Philadelphia from May 18th to May 21st; and negotiations are under way for the formation of a Central Division, which will probably hold its preliminary meeting simultaneously with the convention of the Illinois Booksellers' and Stationers' Association at Danville, Illinois, May Fifteenth and Sixteenth.

The idea of forming a third division crystallized within the last few months, during which time the officers of the Illinois Association and the Executive office of the A. B. A. has been endeavoring to provide a suitable working arrangement that will enable mid-western booksellers to participate more actively in the Association's work. If the delegates at Danville are agreeable, request will be made at the Philadelphia gathering officially to add this third group. The Western Division has operated successfully for three years, and the new arrangement should be equally beneficial in the middle west.

### San Francisco

The Board of Trade reports that the third western convention will devote itself to the problems of the day, and that it will be in every sense a business meeting. There will be, in addition, a daily get-together luncheon, a fine feature of the two previous gatherings, and the annual banquet will be held on the evening of Saturday, April 25th. Those who have attended the other Western conventions will need no special urging to attend this one. The booksellers have always given serious consideration to the business problems, and the entertainment has been of the finest. Paul Elder, First Vice-President of the A. B. A., is Presiding Officer of the Western Division. Cooperating with him in the work necessary to arrange the various items of the convention program are David Lamson, Alexander Robertson, David Newberry, Leon Gelber, John Howell, and Samuel Levinson. The members of the Western Board of Trade are acting as Advisory Committee.

### Danville

The Illinois Booksellers' and Stationers' Association will hold its annual meeting

at the Wolford Hotel on May 5th and 6th. It is expected that at this time they will discuss the possibility of forming the Central Division of the A. B. A., so that through this third group, the booksellers of the country will be organized in order to obtain the most efficient results for their trade association. The Presiding Officer is W. C. Jacquin, of Jacquin & Company, Peoria, President, and Will Johnson, of W. B. Read & Company, Bloomington, Ill., is Vice President of the Book Division.

#### Philadelphia

The Eastern Division meets to celebrate the thirty-first convention of the A. B. A. at the Hotel Bellevue-Stratford, Philadelphia. The program will be devoted in its entirety to joint discussion of trade problems, and the publishers are being invited for the purpose of learning their points of view, so that a closer cooperation may result. Among the entertainment features there is planned an Authors'

Night, to be held in the Academy of Music, and to be open to the general public. Those who remember the success of a similar evening at the St. Louis convention will look forward to this one with a great deal of pleasure. Arrangements will be made to broadcast this interesting program.

There will be the annual get-together dinner-dance on Monday night, and the banquet on Thursday night, and there is being planned a motor trip to points of historic interest within the vicinity of the city. The application for convention fare certificates has been approved by the railroads, and all who expect to attend the convention are requested to get these certificates upon buying their tickets to Philadelphia. This will entitle all delegates to a 50% reduction on the return fare.

Howard Jacobs is acting as Chairman of the Convention Committee, and is being aided by the booksellers and publishers of Philadelphia.

## In and Out of the Corner Office

THE Fortnightly Forum, under the auspices of Moss and Kamin, booksellers, announce the eighth lecture of the season to be held in the lounge of the George Washington Hotel, Lexington Ave. and 23rd Street, on Friday, February 20, at 8:30 P.M. James Weldon Johnson, noted Negro poet and novelist, and author of "Autobiography of an Ex-Colored Man" and "God's Trombones" will speak on Negro poets and their poetry. There will be no admission charge. ❀ ❀ ❀

The Hooper Bookshop, Inc., at 21 East 54th Street, New York City, is having an exhibition of the water colors of Edward A. Wilson. The exhibition opens on February 15th, and includes the original water colors done by Mr. Wilson for the Lakeside Press edition of "Two Years Before the Mast." ❀ ❀ ❀

George Palmer Putnam, vice president of Brewer & Warren Inc., and Amelia Earhart, famous aviatrix, were married on February 7th at the home of Mr. Putnam's mother in Noank, Connecticut. ❀ ❀ ❀

House of Books, Ltd., 52 East 56th Street, New York City, announces an ex-

hibition of books and specimens of commercial printing in various forms designed and printed at The Harbor Press, New York. This exhibition will be open to the public February 16th to 28th, 1931, from 10 a. m. to 6 p. m. and on February 22nd and 23rd from 2 p. m. to 6 p. m. ❀ ❀ ❀

L. Brent Vaughan has retired as manager of Frederick J. Drake & Co., and the business will be continued under the management of S. W. Drake. ❀ ❀ ❀

Howard W. Cook who represents the Cosmopolitan Book Corporation in the Metropolitan area was inadvertently listed in the Travelers' Number of February 7th as covering the smaller towns in the Middle West. ❀ ❀ ❀

Dr. Bowerman of the Public Library of the District of Columbia points out the error of the *Publishers' Weekly* in announcing the recent volume on "Contemporary Illustrators of Children's Books," a notice which suggested that this was the first thing in its field. Of course the bibliography by Louise P. Latimer called "Illustrators" was first published in 1927 and went into its second edition in 1929.

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

Published by the R. R. BOWKER Co.  
62 West 45th Street, New York City

R. R. BOWKER, President and Treasurer  
62 West 45th Street

FREDERIC MELCHER, Vice President  
62 West 45th Street

JOHN A. HOLDEN, Secretary  
62 West 45th Street

Subscription, United States \$5; Foreign \$6; 15 cents  
a copy

February 14, 1931

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

## How to Sell Schools

**T**HE increasing number of school libraries is evidenced by the growing literature on the subject, books that should be carefully studied by booksellers who wish to give competent service to the school librarian. One of the standard books on the subject first published ten years ago was Margaret Wilson's "School Library Management," and the bookseller will find in the chapter on "Book Selection" good advice about buying, from the school library point of view, a point of view which should be thoroughly studied by the dealer.

The elementary library, writes Miss Wilson, should have "one unabridged dictionary, a simple encyclopaedia, an atlas, a handbook of facts and general information, and a one-volume general United States history. Collections of literature, both poetry and prose, are essential, books on story telling and collections of stories to tell are useful. Books on agriculture, domestic science, music appreciation, collections of songs, and picture study should also be included. Some books should be chosen which will help in planning for school activities. The library should include those

books which are generally accepted as the best of the world's literature and because of warm human interest, interesting biographies, books on sports, drawings, wood-working, etc. Books should be wholesome in tone and written in good English. Books should be bought in as good editions as can be afforded. An attractive looking book will be read and enjoyed while a book in small type, poor paper and dingy cover will not.

## Broadcasters Fighting Copyright

**A**S we go to press we expect to hear at any moment from Washington of action on the part of the Senate Committee on Patents with regard to the Vestal Copyright Bill, on which it held hearings the 28th and 29th of January.

The broadcasters by their opposition to any reasonable progress in copyright or international copyright have almost succeeded in bringing things to a halt as they have so much desired to do. During the long months when the Bill was in preparation very little was heard from the broadcasters. It had been decided in the courts that they must pay for music, and it was thought that they would wish to take their chances on a fair general bill as the other interests involved were doing. Just before the vote was taken in the House in November, however, the National Association of Broadcasters held a convention, at which time speakers stirred them up to the belief that their industry was about to be ruined. They then appointed a special committee, retaining Louis G. Caldwell as counsel, and threw a broadside of propaganda into the House, which almost set the tide back, but too much headway had been gained, and the Bill went through triumphantly.

As they turned their attention to the Senate, they gained strength by having a strong advocate of their opinions in Senator C. C. Dill of Washington. At the hearings before the Senate their representatives gave some idea of what their attitude was to be on the use of material. They argue that under the present law they do not have to pay for literary work, as there is no public performance protection on that, and this freedom of use they would lose under the new Bill. They



argue that at least something might be put in to put a fixed value on the use of literary material, though this would introduce the same ridiculous price fixing situation that now exists on musical records and which composers have expected to get rid of by the Vestal Bill. It would certainly be unbecoming for an industry that is getting enormous prices per hour for its time to introduce ideas favorable to price fixing, for, if the Government entered into the fixing of radio rates, there would be a storm in the industry, indeed. They claim that the lack of obligatory copyright notice would put them to untold expense yet are hazy as to how that expense would come about, and they argue in favor of innocent infringement for the three months after the registration of copyright, which would mean an open season for music at a time when it is most valuable to the broadcasters.

The whole attitude of this group has not only been menacing to the effort to get a fair domestic situation in our copyright legislation with due respect for the opinions of others, but it opens up by the statement of their counsel a direct attack on the rights of authors to control public performance. This definitely places the broadcasting industry as the only one that is using its organized power to obtain the use of copyright material without proper payment.

The broadcasters have introduced numerous amendments which the Patents Committee must sift, all of which seem to have for their general intent the postponing of any legislation. If the Vestal Bill fails in the Senate, on the selfish stand of the broadcasting industry lies the responsibility for failure.

### The Amended Price Maintenance Bill

IT seems to be agreed by the advocates of the control of price-cutting that a method of giving back to the producers some control of prices that was lost by the Sherman Act, would be gained by the passage of the Capper-Kelly Bill, which on January 29th passed the House and

now, by the action of the Senate Committee on Inter-State Commerce, will be the first business of the new Congress whenever it assembles. The amended bill was printed in *Publishers' Weekly* last week.

As the Bill passed the House, the amendment that would do most to prevent its having the needed effect would be the amendment that would permit the dealer who had contracted to sell at list price to sell at a price below the stipulated price if the price he set was at least 20% more than cost to him. This would mean that a \$1 book would have to be sold for at least 72c, which might do something to eliminate the absurd prices that have been found in New York in this season of price cutting debauches, but it would not do much to solve the general problem. The figure of 20% was set, having in mind the selling of food. Food, having a very rapid turnover, can be handled at that extreme close margin. Besides that amendment, there is another that completely removes foodstuffs from the provisions of the Bill. This change came about because, just as the Bill was being voted on, the Grocery Manufacturers' Association bombarded Congress with a plan for a complete substitute for the Capper-Kelly Bill. Congressman McSwain then offered an amendment which made sure that interests such as the big grocery manufacturers should not have any protection under this Act.

The paragraph which provides for the method of closing out stock when the dealer desires to do so has been changed by two supplementary paragraphs, one of which provides that the dealer can give notice to the publisher of stock that he wishes to clear up in sale, and, if no reply to this notice is received in ten days, the sale can proceed; the other provision is for the credit crisis.

Senator Brookhart has already fired the opening gun of the Senate campaign, saying, "I respectfully submit that in the light of the gravity of the situation and the urgent need of immediate relief the Capper-Kelly Fair Trade Bill should be considered by the Senate at the earliest possible date." It is understood that Senator Capper's intention is to reintroduce the original Bill and press for its passage.

# Economic Effect of Price Wars

O. H. Cheney

*"There Is Absolutely Nothing Which Can Be Said in Favor of a Price War Either From the Viewpoint of the Book Industry, the Stores Themselves or the Public"*

**E**FFICIENT merchandising must invariably mean a lower distributing cost, just as efficient production means a lower manufacturing cost. I am not going to enter here into any discussion as to whether this saving should or should not be passed on to the consumer.

What I should like to point out is the present confusion between scientific pricing and price warfare. The former is the cause and result of efficient merchandising and the latter of inefficient merchandising. It is most unfortunate that at the present time, the progressive retailers who are watching and trying to follow the application of scientific merchandising should be thus confused. To advertise a price war as if it were an example of scientific merchandising is to do the whole movement a terrible disservice. To pretend that this kind of business, worthy of the arguments of kids playing sandlot baseball, is another expression of a sound sales policy, is to confuse deliberately the vital issue of good management versus bad management.

Regardless of any alleged "reason," a price war on books, for instance, is utterly impossible to justify on any economic grounds. There is absolutely nothing which can be said in favor of this war, either from the viewpoint of the book industry, the stores themselves or the public.

This has nothing to do with the question of the right of a store to sell goods

below the advertised resale price; it has nothing to do with any question of fair or unfair competition; it has nothing to do with the question of using books as "leaders" or "bait" or "advertising"; it has nothing to do with the desirability of

department store outlets for books as compared with "regular" bookstores; it has nothing to do with big discounts for big retailers who buy in bigger quantities. These questions may be decided one way or another with some economic justification on either side.

But there is no more economic justification for selling a 95-cent book for 10

cents than for paying every customer 10 cents for taking a 75-cent book free. The economics in both cases are identical.

Whom does the price war benefit? Does it benefit the consumer? It does not. Most who buy books under such conditions pay heavily in time, energy and temper. Many never get the books at all, after long trips and discomfort. And consumers in general most decidedly do not benefit. If the stores use books as "leaders," they must make up the loss on underwear or glassware or some other department, and even on some other books—and consumers must obviously pay a larger price than they otherwise would, no matter how low the price may be.

Does the price war benefit the stores? It does not. Price wars do not add to the prestige of a store—in fact, the undignified scrambling decidedly cheapens a good name. Consumers are not fooled—they

*AT the Annual Convention of the National Retail Dry Goods Association on February 4, O. H. Cheney, Director of the Economic Survey of the Book Industry delivered an address from which we are here quoting some spirited passages on the effects of price wars. These are especially appropriate just now with the Capper-Kelly Bill just passed by the House.*

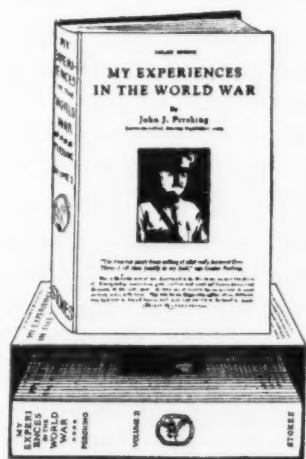
know that the fact that a 95-cent book is selling at 10 cents does not mean that everything in the store is a similar bargain—in fact, consumers are wise enough to know that the reverse is the case. A book bargain may draw crowds—but do the stores know how many customers are so worn out buying a 10-cent book that they have no energy or desire to go into any other department? Would the store really wish to have its service judged by such a book department service?

Does the price war benefit the publishers? It does not. They may get a little extra volume but they lose a great deal more in ultimate profits. Price wars inevitably lead to chiseling into the publisher's margin by demands for bigger discounts. Price wars "cheapen" an imprint of a series. Those readers who buy the particu-

lar books anyway because they know that they are good books at a reasonable price, are inclined to hold off buying until they can pick titles up at a bargain. Those people for whom a book is just a book and a bargain is a bargain, become even more confused than they already are as to book values. And the publishers find a further cause for bitterness among booksellers, whose condition is certainly not improved by price wars.

The department store is becoming an increasingly important outlet for books—in some communities, the most important. It is estimated that between 30 and 50 per cent. of the output of trade of book publishers is already being distributed through department stores. Will the proportion increase? Should the publishers encourage the trend?

## The General Pershing Book



THE booktrade has watched the newspaper serialization of the Pershing book with a special interest of its own, not only Stokes, its publishers who have so large a stake, but also the retail booksellers, who are naturally keen to have a big biography in April which may pile up rapid sales totals as only a good biography can.

A month has elapsed since the beginning of the publication and the trade is beginning to feel confident that the chances of a big sale for the book are assured. Pershing's text has shown itself to be forthright and pungent. He gives a crisp and vivid picture of the vastness of the enterprise

which the country undertook in 1917 and of the extraordinary difficulties of building up an army in an unprepared country and of carrying it across the water by means of an unprepared transport system. He squarely faces issues and the conflicts of personalities in a way which has created in people's minds a new conception of the tensivity of the situation and the personal characteristics of the leaders involved.

The newspapers which are carrying the Pershing material report that it is building circulation, but most people will wish to wait for the text as it will appear in book form, as there will be so many more details then and it will be easier to follow the thread of the story along.

The bookseller notes, too, that there is going to be no canvassing campaign as was the case, for instance, with the Grant Memoirs (serialization today gives the author the extra royalties that one time had to come from subscription sales), and no mail-order campaign except that which booksellers themselves build up.

The Stokes office tells us it is having extraordinary demands for the printed material that has been prepared. Already, more than two months in advance of publication, over 700,000 imprinted cir-



culars and post-cards have been asked for by dealers from all over the country. When Stokes checked up with some of the book-sellers to find out how all this material was being used, it received letters such as the following from John Kidd of Cincinnati:

"In our different shops—the main store in the Sinton Hotel, the Dixie Shop, the Avondale Shop, the H. & S. Pogue Book Department and McAlpin's Book Department—our clerks have been instructed to suggest to their friends that they buy the Pershing in advance of publication that the customer may have the opportunity of owning a first edition which undoubtedly will be valuable sometime.

"Our outgoing customers' mail is carrying a Pershing sticker. Our clerks are instructed to follow the serial in the local paper so they may know something about the book. They have been given a complete description of the magnitude of this project which undoubtedly will be the best business of the year and perhaps the biggest selling biography for the last ten years. They know that less than one-half the book will appear serially; they know that it is the first time in the history of serialization that three New York papers have run the same material at the same time.

"From now on in our windows will be cards announcing the fact that we are accepting advance orders for the first edition of Pershing. They will be shown constantly regardless of what else is displayed. We are sending out 4,000 special letters and through our other departments 35,000 return cards. After these have been distributed we are expecting to start an intensive telephone campaign and if it proves feasible we shall endeavor to secure the services of some member of the A.E.F. to solicit orders from the members of this vast organization.

*"Personally I feel that a biography of this magnitude and importance will go a long way towards dispelling business gloom. April should be one of the big months for every bookseller in the country."*

Then, skipping to Toledo, Miss Norma Nunamaker of the Lasalle & Koch Company Bookshop, reports: "Our plans are now to have a window exclusive with Lasalle and Koch's which our window decorators are working on now. The

window will be ready about Monday, February 9th, and we will glad to send you a photograph of it.

"We also plan to use our store's radio time for certain days with Mrs. Paul Alexander, one of Toledo's best-known book reviewers to talk about the Pershing Book. This will probably begin early in March. Then in April we are enclosing circulars, made by our artists and advertising department, in the April statements.

"The circulars we have ordered from you will be used for general distribution in the Bookshop and probably as enclosures with our monthly *Book Review*. We will have another window using a different background on publication of the book.

"There is no doubt that the Pershing is the big book of the Spring and we feel it can be and should be exploited by all Bookshops."

From Franklin M. Watts, of W. K. Stewart Company, Indianapolis, comes this: "We are sending a special letter to all Legion men in our trade territory plus the announcements in our monthly bulletin for three consecutive months to our regular customers, plus a post card in all March statements."

From Boston comes word from Mr. W. A. Gilbert, of The Old Corner Book Store: "We sent out a letter with our January 1st statements, announcing the publication of the Pershing book in April and emphasizing that the two volumes would contain double the material appearing in the newspapers. We followed this up with an enclosure in our February 1st statements. We are displaying dummies in two of our windows and using small advance posters in the store. We intend to give the Pershing book half a page in the Spring issue of the Board of Trade of Boston Book Merchants catalog," and from Mr. D. F. Sheehan, of Charles E. Lauriat Company, that they are mailing over 10,000 circulars to customers.

Then, coming to New York, Brentano's with its Washington, Chicago, Pittsburgh and Philadelphia shops, is sending out well over 50,000 letters and folders—letters headed "A Personal Recommendation" and keyed to bring in orders for the First Edition.

All of which seems to bear out Mr. Kidd's prophecy.

## In the Bookmarket

THE story of the love affair between Henri Gaudier, youthful French sculptor who was killed in the war, and Sophie Brzeska, middle-aged Polish woman, has been told for the first time by H. S. Ede in a book entitled "Savage Messiah," which *Alfred A. Knopf* will publish on March 6 and which the Literary Guild has named as its March choice. This strange story of violent love has been told and retold in Bohemian cafes in Paris for many years. Gaudier was eighteen and Miss Brzeska thirty-eight when they first met in a Paris library in 1910. H. S. Ede, who is associated with the National Museum of London, has long been a Gaudier enthusiast. He has had access to the many letters and diaries that Gaudier and Miss Brzeska left behind. ❀ ❀ ❀

The annual "Bibliography of English Language and Literature," vol. X, 1929, is now obtainable in this country from the *R. R. Bowker Company*. This tenth volume has been edited for the Modern Humanities Research Association by M. S. Serjeantson of Westfield College, London. While the first volumes of this bibliography are out of print, the last five are still in print. The Committee of the Modern Humanities Research Association have under consideration the photographic reproduction of volumes II., III., IV. and V., now out of print, should sufficient support be forthcoming. ❀ ❀ ❀

The "Directory of the German Booktrade," for the year 1931 has recently appeared. This volume contains not only address material but much important factual information on the German booktrade. The book may be had from *Borsenverein der Deutschen Buchhändler Zu Leipzig*, Gerichtsweg 26, Leipzig, Germany. ❀ ❀ ❀

"Through the Caucasus to the Volga," the last book of Fridtjof Nansen, famous Norwegian explorer, is a record of his experiences in the remote and little known country of southeast Russia, published on February 11th by *Norton*. Nansen's superb work of organizing relief among the re-



Katharine Cornell as she appears in  
"The Barretts of Wimpole Street"

fugees in the famine stricken provinces is well known. It was on his return from Armenia in 1925 that he travelled through the Caucasus and up the Volga, staying in the small mountain republic of Daghestan and coming to know its proud, fierce people. This latest book combines travel, history and adventure, and has many illustrations. ❀ ❀ ❀

Elizabeth Barrett Moulton-Barrett who became Elizabeth Barrett Browning is portrayed by Katharine Cornell in "The Barretts of Wimpole Street" by Rudolf Besier which opened in New York February 9th. The play is based on "Andromeda in Wimpole Street" by Dormer Creston, a biography of Elizabeth Barrett Browning published in October last year. *E. P. Dutton & Company*, the publishers, are planning an advertising campaign both in the program of the theater in which the play is given and in the daily newspapers during the next four weeks which will feature not only "Andromeda in Wimpole Street" but the "Letters of Elizabeth Bar-



*Richard Halliburton and his new plane in which he is seeking new adventures*

ret Browning to her Sister" which they also publish. The play is issued in book form by *Little, Brown & Company*. ❀❀❀

Fourteen famous men—explorers, adventurers, and pioneers in various fields—have written the story of the most exciting single adventure of their lives. These stories have been assembled in "The Boy Scout's Book of Adventure," which *Putnam's* will publish on February 27th. The contributors, all Honorary Boy Scouts, include Charles A. Lindbergh, Richard E. Byrd, Orville Wright, Donald MacMillan, Theodore Roosevelt, Bob Bartlett, Stewart Edward White, and Lincoln Ellsworth. ❀❀❀

*Doubleday, Doran* are bringing out on February 13th "The Name of Action," a second novel by Graham Greene, the young Englishman whose first book, "The Man Within," was enthusiastically received both in this country and in England. Mr. Greene was for four years on the staff of the *London Times*, but since the success of "The Man Within," this young cousin of Robert Louis Stevenson has devoted all of his working hours to writing fiction. ❀❀❀

Alexander Woolcott will review on Saturday, February 21st, at 8:30 P.M.; "The Science of Life," by H. G. Wells, *Doubleday*; "Boners," *Viking*; "Theatre Street" by Tamara Karsavina, *Dutton*. ❀❀❀

The *Catholic Book Club* selection for February is "The Things That Are Not Caesar's" by Jacques Maritain. *Charles Scribner's*.

## Ralph Strassburger Foundation Prize Award

THE Ralph Beaver Strassburger Foundation, though founded by an American, has just awarded a prize to a book written in English for the first time. This Foundation came into existence about two and a half years ago. Its founder, Ralph Beaver Strassburger of Gwynedd Valley, Pennsylvania, was formerly in the United States diplomatic service, and at present is a newspaper publisher and gentleman farmer. Each year the prize juries of the Foundation award a prize of \$1,000 to authors and journalists in France, Germany, Austria and Hungary for the most meritorious contribution of the year to the cause of the friendship of their countries with the United States through books or newspaper articles. The Foundation's general headquarters are in New York and regional headquarters are to be found in Paris, Berlin, Vienna and Budapest. The first headquarters were established in Paris and the others have been added recently.

France has been the recipient of two awards, in 1929 and 1930, and Hungary in 1930. In 1929, André Lafond's book "Impressions of America" won the French Strassburger Prize and in 1930 René Pueau's "Découverte Des Américains" was awarded the French Strassburger Prize. The English translation of André Lafond's book was published by the Foundation. In 1930, Emil Lengyl's "Cattlecar Express" was given the Hungarian Prize. This book was written in English. It has just been published by the Foundation, here. The 1931 awards will be made on May 6th in France, February 23rd in Germany and on March 26th in Hungary.

## Contemporary European Illustrated Books

THE American Institute of Graphic Arts is showing a number of contemporary European illustrated books during the month of February, in the Institute Room at the Art Center, 65 E. 56th Street, New York City. The books in this small exhibition were collected by Lester Douglas in the summer of 1930, during a two month's journey in which the collector hunted for new examples of cur-



rent Continental book illustration. There are twenty-one books from the U. S. S. R. and Mr. Douglas reports that it was in this country that surprises turned up most rapidly—surprises of new illustrative motifs for texts of varying moods. The lowest priced product of the Soviets today, in Mr. Douglas' experience, is an illustrated book. Comparatively, butter is three dollars a pound, a good book fifty cents. There are five Polish illustrators represented, one each from Denmark, Sweden and Italy, four from Germany, three from Switzerland, three from Czecho-Slovakia, six from France.

### Chicago Evening Post to be Sold

**A** RECEIVER was appointed for the Chicago Evening *Post* on Monday, February 9th, by Superior Judge Denis E. Sullivan following the filing of a friendly creditor's suit against the newspaper.

George F. Getz, millionaire coal man and sportsman, was named receiver by Judge Sullivan and immediately assumed control of the publication and its modern plant at 211 West Wacker Drive. Liabilities of the publishing company were estimated to be \$2,000,000 with assets far below that amount. It was immediately announced by Mr. Getz that the newspaper would be sold at a receiver's sale. Several groups were reported interested in taking over the publication, among them the Scripps-Howard organization. The principal assets of the *Post* were set forth as follows:

"1. Respect and good will of the community built up during forty years of continuous activity.

"2. Irreplaceable rights to newsstands, news circulation, and local news covering facilities.

"3. An Associated Press membership in the Chicago field, which has been closed by contract so that no new membership in this important agency can be obtained.

"4. A twenty-five year lease on the entire nineteen floor Post Building."

The *Post* was purchased in 1901 by John C. Shaffer, wealthy oil and grain man, who operated it continuously until last week. Mr. Shaffer made it clear that the failure of the *Post* did not affect his other interests. Mr. Shaffer is also owner and publisher of the *Terre Haute Star*,

the *Muncie Star* and the *Indianapolis Star*.

The *Post* was known as the "culture" journal of Chicago. Its art magazine under the direction of C. J. Bulliet, author of "Apples and Madonnas" etc., has acquired a strong place in national art circles. Llewellyn Jones, present editor of the literary section, had such notable predecessors as Francis Hackett and Floyd Dell. Finley Peter Dunne, Samuel Putnam, and other noted writers at one time were on its staff.

### Classified Guide to Periodicals

**A** NEW tool for public libraries, business libraries, and business offices will be published next winter by the R. R. Bowker Company. "A Classified Guide to Periodicals" is being edited by Carolyn F. Ulrich, chief of the Periodicals Division of the New York Public Library, who has had long experience in evaluating periodicals in art, industry or science. The lists which have been compared with others in special fields, and will cover approximately 6500 titles, should prove useful to librarians in all types and sizes of libraries. Each descriptive note will give the name of the periodical, its address, price, characteristics, etc., and each periodical will be under its most natural classification with cross-indexes to enable the searcher to find everything that has been listed. The periodicals covered will be largely from the domestic field, but the Guide will include everything from foreign sources that can be most helpful in American collections. It is expected that this bibliography will be kept up to date by supplements, possibly of annual issue, and revised completely every three years.

### Censorship Bill

**T**HE Vanguard Press points out that in our statement in the February 7th issue of the *Publishers' Weekly*, we should have identified the Burchill-Post Bill further, by reminding our readers that this is the bill which was originated by the Vanguard Press and drafted by Morris Ernst under the direction of the Vanguard Press.

### Changes in Price

D. APPLETON & COMPANY

"Mother of Gold" by Emerson Hough. From \$2.00 to \$2.50. Restored to the list, "Whale Hunting with Gun and Camera" by Roy Chapman Andrews, \$5.00.

## Communications

I  
ONE COMPLAINT

76 Riverside Drive,  
New York, N. Y.,

February 4, 1930

Editor, *Publishers' Weekly*:

I am enjoying *Publishers' Weekly* very much indeed; I have one complaint. The morning it arrives I do no writing. It's more instructive than a lecture, more lively than a vaudeville show and more stimulating than a pre-war high-ball.

Cordially,

BETH BROWN.

II  
PUBLISHERS' WARNING

University of Pennsylvania Press,  
February 5, 1931.

Editor, *Publishers' Weekly*:

It has just come to my attention that a man calling himself Ralph H. Dunbar and purporting to be a representative of the University of Pennsylvania Press has succeeded in mulcting at least one publisher out of a small sum of money which, of course, was not repaid.

He is described as being of medium height and build, with dark eyes and hair, and soft spoken.

This person has no connection with the University of Pennsylvania Press.

Very truly yours,

PHELPS SOULE.

III  
REVIEW DATE SLIPS

February 5, 1930

Editor, *Publishers' Weekly*:

May I suggest that publishers could greatly assist book-reviewers by making the date of a book's release an integral part of the book?

The present practice, generally, is to enclose a loose slip, which is all too easily lost.

A few publishers paste these slips in the book, and this example could well be followed.

Such a practice would reduce the possibility of error, and its consequence in printing comment on a book before its release.

Very truly yours,

HOWARD VINCENT O'BRIEN,  
*Literary Editor, Chicago Daily News.*

## Obituary Notes

## EDWIN C. WALKER

EDWIN C. WALKER, one of the outstanding characters in the old and rare book business in New York City, died in the Fifth Avenue Hospital on February 4th from infirmities due to advancing years. He was eighty-one. Many years ago he founded the Sunrise Club as a forum for liberal discussion and presided regularly at its monthly meetings until November last. He was the author of "What the Young Need to Know," "Revival of Puritanism" and "Bible Temperance."

## GEORGE H. BROWNE

GEORGE HENRY BROWNE, widely known educator, died in Cambridge, Mass., on January 20th. Besides his many educational interests,—he was one of the founders of the Browne and Nichols School—he was the author of several books. Among them were "Notes on Shakespeare's Versification," "Figure Skating," "Poems of Emerson" and "The Modern School of Present Day Distractions."

## ROBERT WILLIAM ROGERS

ROBERT WILLIAM ROGERS, orientalist and former professor at Drew Theological Seminary, died at his home at Chads Ford, Penna., on December 12, 1930. He was sixty-six years of age. He was born in Philadelphia and received his education at the Central High School there, later entering the University of Pennsylvania. After having received various degrees from American colleges, the degree of Doctor of Literature was conferred upon him by Oxford University and Dublin University. He was the author of "Outlines of the History of Early Babylonia," "History of Babylonia and Assyria," "History and Literature of the Hebrew People," "Great Characters of the Old Testament," "History of Ancient Persia," and many other books on the Orient.

## Business Note

NEW YORK CITY.—McDevitt-Wilson's Inc., have made an assignment to Stanley K. Oldden in liquidation of the business.

# Staple Stock

*A Monthly Department*

## Now Is the Time to Sell Atlases

H. H. Woodworth

*Rand McNally & Company*

THE Bible, the dictionary, and the atlas are the staples of staples, known to all booksellers as foundation stock, and as such taken for granted. Whatever might be said of the first two volumes the atlas, at any rate, should not be taken for granted, should not be kept on the high shelves and shown only on request. Because the atlas responds to display even more than most merchandise.

Rudyard Kipling, in "Just So Stories," says in substance, "The atlas is the finest picture book in the world." And as a picture book it is inviting, intriguing, self-selling. It is easy to display, attracts attention, and holds interest.

Uncle Sam has just completed his biggest atlas sales campaign—the census. The 1930 Federal Census was the most exhaustive count and classification of the people, resources, and industries of the country ever attempted, and has received more publicity than any of its predecessors. Naturally it is selling more atlases than any previous census. It is reminding several million people who own atlases that their present volumes are ten years out of date, that now is the time to buy a new one. And it is suggesting to still more millions that they really ought to buy an atlas now.

Following each former census, it was the habit of many atlas publishers to send out door-to-door solicitors to sell their new census atlas direct. The practice has largely been discontinued because the bookstore has proved to be the best outlet for atlases. The up-and-coming bookseller is now, and

will be for many months, capitalizing on the general interest in the census and the widespread publicity it has received. He is displaying his atlases as he would a new best seller. "Just off the press, get them while they're hot" is his cry, and his customers are responding by buying new atlases to replace the obsolete volumes they have been using.

The census, however, is merely a drop in the bucket compared to the torrent of other factors contributing to the sale of atlases. The World War started a general interest in world affairs that envelopes every man, woman and child in the United States, and that grows daily by leaps and bounds. Every newspaper carries generous accounts of stirring events in other lands, of revolutions and disasters and triumphs. It is almost safe to say that recent aviation activities, as exemplified by last year's world flight of the Graf Zeppelin, have sold as many atlases as any census ever did. The radio, the movies, and travel books all contribute constantly to making us "world minded," reminding us that this world of ours is becoming smaller day by day. And last but far from least, Americans are traveling, sightseeing in their own land and abroad as never before.

No intelligent person will deny that he wants an atlas, that he needs one. But in how many homes and offices will you find an up-to-date atlas? Surprisingly few! Simply because no one has yet suggested to most of our citizens at the right time and place that they buy an atlas.

That's where the bookseller fits into the



picture. He gets Mr. Citizen at the right time and place, when he's in a buying mood, when his thoughts are on kindred subjects, and where atlases are to be seen and had. The least a bookseller can do is keep his atlases in plain sight.

Either alone or with other books, atlases are easy to display attractively. Maps themselves are fascinating to most people. An atlas opened to a colorful map will attract attention and create interest wherever it is displayed. Atlas jackets are nearly always bright-colored and interesting, and when a few dozen atlases are stacked in a prominent place they move with gratifying rapidity. The discounts allowed by publishers on atlases in reasonable quantities are larger than those generally given on books. This, coupled with the fact that atlases are year-round sellers and are never relegated to the "duds," should encourage booksellers to order generously of new atlases and to display them to advantage.

Atlases are excellent "extra sales" items. Suggest an atlas to everyone who buys a travel book, or a book of biography or fiction that deals with foreign lands, or in which interest hinges on a definite place or places. Open an atlas to the map of the area in question; point out the places referred to in the book. Or strike up a conversation on some recent event recorded in the newspaper. Speak of the place where it happened—where Gandhi was imprisoned, where Marie Byrdland is, where any of a dozen places of current interest are. Open the atlas to the appropriate map, and your sale is practically made.

To further this "sale by suggestion," many dealers display their atlases and globes with travel books. The illustration opposite shows how Kroch's Bookstore in Chicago makes up a timely selling window. In the store, too, the same combined display should be carried out.

Having decided to stock and display atlases, how can the bookseller choose from the many atlases on the market those which are the best quality, the best value, the best sellers?

Six qualities are desirable in an atlas, ranking in the order named:

1. Accuracy and up-to-dateness.
2. Completeness.
3. Legibility and pleasing appearance.

4. Convenient and logical arrangement.
5. Quality paper and binding.
6. Public acceptance.

It is conceivable, of course, that the last named "Public acceptance" might theoretically be the least important quality of an atlas. But practically it is the one quality that sells more atlases than all the others combined. Very few people are able to judge offhand the accuracy and up-to-dateness of an atlas or to gauge its completeness, any more than they can pass on the quality of every item of canned food they buy until after they have eaten it. So they buy atlases as they buy other merchandise, by brand name or the name of the manufacturer. Certain publishers have gained national prestige by publishing and advertising good atlases for many years. Their names on atlases are accepted as guarantees of quality. Atlases bearing the name of such publishers may be said to enjoy "Public acceptance," just as certain dictionaries and almanacs and encyclopedias enjoy public acceptance because of the reputation their publishers have established over a period of years. Such publishers are not apt to jeopardize their valuable reputations by producing inferior products.

But for the conscientious bookman who wants to stock only the best atlases, regardless of publisher, and who is willing to take the time to check up on them, here are a few things to look for.

Accuracy and up-to-dateness can only be checked by one who actually knows what is correct and who is familiar with recent geographic development. The copyright date may or may not denote the date of latest corrections, or that the corrections are complete enough to bring the atlas thoroughly up-to-date. In the atlases of most reliable publishers it generally does. But one should know, for instance, that Vatican City is a new state in Italy, just outside of Rome; that what was formerly called Graham Island, on the Antarctic Circle, is now known to be two islands, named North and South Graham Island; that Constantinople is now Istanbul; that native spelling of foreign places (such as Roma for Rome; München for Munich) are recommended and approved by leading geographical societies, postal authorities, and the Department of Commerce. One must know that these and other more or



*A window that sold atlases, globes, and books. Following the modern trend of "ensemble selling" Kroch's Bookstore in Chicago displayed atlases and globes with recent travel books. Each item shown suggested the purchase of the others as well*

less recent changes should appear in up-to-date atlases, and must look for them in atlases being considered.

Completeness in an atlas generally means that the atlas contains reasonably detailed maps and indexes of the territory it professes to cover, usually the world. Obviously the higher the price of an atlas, the more information it should contain in the way of maps, indexes, descriptions, and statistics.

Important in this matter of completeness are the indexes. Without them an atlas is almost useless. Just try to find on a map a place with which you are not familiar without first finding the key to its location in the index. It's an all-day job! The buyer is often attracted by a bookful of maps, forgetting at the time that without indexes the maps are pretty but unwieldy, and are only half an atlas.

Legibility and pleasing appearance is one very important quality in an atlas of which anyone who thinks a moment can be a qualified judge. Legibility depends upon size and style of type in maps and indexes, arrangement of type matter in maps, colors used on maps, and kind of paper. Because it is necessary to compress a great amount of information into the average atlas, type in maps and indexes is usually small. But if it be a good type face, reproduced clearly and sharply, with each letter perfect, it can still be perfectly readable. American-made maps are in this regard superior to those of foreign make. In this country it is the custom to use type for the names on maps, while in Europe the names are hand lettered and more difficult to read. On maps it is necessary to place the names of cities and towns and other features close to the symbols that represent their loca-

tions. It is an art to place these names so that they are easily found and read, and so that they are not confused with other features. When you look critically at a map, therefore, see if type matter is clear, distinct, uncrowded, and easily identified with the symbol to which it belongs.

Color is put on a map for two reasons: To emphasize political divisions and to make the maps easier to read. Try reading a detailed black and white map, and compare its legibility with one that is colored. A transparent color tint as a background for the black detail on a map makes it more legible and less tiring to the eyes. Too much color is worse than not enough. The color should be light, unobtrusive, and pleasing.

Quality of paper and binding are things any bookseller may judge. Glossy paper is objectionable because of the way it re-

flects light and reduces legibility. Because atlases are frequently extra large volumes and are given hard usage, it is important that they be printed on good quality paper, and bound sturdily.

If these are points for the bookseller to consider in buying atlases for stock, they are obviously good selling points to use on the customer. They contain answers to the question, "What is the difference between these two atlases?" that the customers almost invariably raise when shown several volumes at different prices. They are reasonable, logical answers that will very often sell the higher-priced and better-quality atlas.

Get acquainted with atlases. Stock them and push their sales. They are, as Kipling said, the "finest picture books in the world," the easiest and most enjoyable to sell.

## War Memoirs

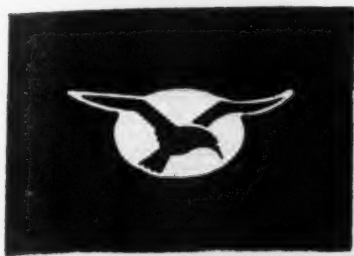
THE forthcoming publication of General Pershing's War Memoirs, from Stokes, brings to mind the story of the publication of the memoirs of an earlier American war hero, Ulysses S. Grant. "The Personal Memoirs of U. S. Grant" stands out as a monumental achievement in the publishing of American biography. The "Memoirs" were written and published under very dramatic circumstances. Toward the end of his life General Grant was faced by financial ruin owing to the failure of the brokerage firm of Grant & Ward, in which the General was deeply involved financially. The story is told that General Grant was forced to go to the late William H. Vanderbilt and pledge the sword given him by Congress for a personal loan.

It was during this period that Mark Twain came to General Grant and suggested that he write and publish his "Memoirs" in an effort to re-establish his finances. A number of American publishers immediately besieged General Grant with substantial offers for the publication rights of the book. However, Mark

Twain induced the General to give the book to the Charles L. Webster Co., of New York, of which Mark Twain himself was the principal owner.

The writing of the "Memoirs" was literally a race with death. The cancer in General Grant's throat, which ultimately caused his death, was already in an advanced condition. It is said that the General wrote most of the second volume propped up in bed scribbling the story on a pad resting on his knees. The two volumes were finally published in 1885-86 and were received with tremendous enthusiasm. Within the first year some three hundred thousand copies of the book were sold. In 1893-94 the Charles L. Webster Co., failed and the Century Co. took over the publication of "The Personal Memoirs of U. S. Grant." Since that time the "Memoirs" have remained one of the most celebrated autobiographies in America. Although published in two large volumes and selling for \$10.00, they remain in steady demand, selling consistently year by year and rarely falling below an average sale of 500 sets a year.





## Books that Live — No. 2

**You know from  
EXPERIENCE  
that this book  
will sell**

An excellent market for **AFTER 2000 YEARS** has been prepared by the splendid sales of a similar book, published last spring — **THE GREEK WAY** by Edith Hamilton. **THE GREEK WAY** is a remarkable instance of a book which has caught on and become a staple stock item. Here is the record:

Advance sale .474 copies

June . . . . .	403	"
July . . . . .	373	"
August . . . . .	391	"
September . . . . .	462	"
October . . . . .	439	"
November . . . . .	432	"
December . . . . .	342	"

Your customers who read **THE GREEK WAY** and found it a thrilling interpretation of Greek life and thought, will find **AFTER 2000 YEARS** almost a direct sequel—for it has the same classic understanding, the same lucid beauty, with the difference that **AFTER 2000 YEARS** is directly concerned with modern life.

Check your stock on **THE GREEK WAY** (\$3.00) and order these books together.

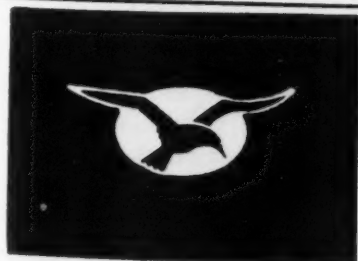
## G. LOWES DICKINSON

The author of **JUSTICE AND LIBERTY** and **A MODERN SYMPOSIUM** is foremost among those who interpret the ideas of philosophers to the needs of the individual. Previous books of his have sold over 25,000 copies each; and we are advised by a leading wholesaler, that **A MODERN SYMPOSIUM** and **THE GREEK VIEW OF LIFE**, published twenty-five years ago, are *still* selling over 1000 copies a year each.

Now comes the first book in five years by this eminent author—**AFTER TWO THOUSAND YEARS**—in which Plato comes back to earth for a brilliant analysis of the problems of the world today. How would the Greek philosopher advise us to seek the good life in the machine age? This book, with beauty and inspiration, answers that question for a generation of readers.

## AFTER 2000 YEARS

*Published February 11th, \$2.00*



**W. W. NORTON & COMPANY, INC.**

70 FIFTH AVENUE, NEW YORK

## The Display of Staple Stock

*Articles of This General Nature, Describing How Various Shops Display Staple Stock, Will Appear from Time to Time in This Department*

**W**HILE the steady, dependable sale of staple stock in the bookstore is the result of no special or violent kind of promotion, nevertheless the bookseller who can work out some permanently attractive scheme for displaying such stock must inevitably find his bread and butter revenue rising in importance and significance. No item in a bookstore, no matter how staple, is above the advantage of good display.

Perhaps one of the most interesting and carefully planned layouts for staple stock display in the large bookstores throughout the country is that one which distinguishes the book department in Marshall Field & Company's store in Chicago. Occupying perhaps one half of one of the large central aisles, five large display tables with several smaller ones carry staple items in a progression from dictionaries and reference books to globes and atlases, travel books, gift books, illustrated classics, standard poets, sets and fine editions. The staple stock section of this book department forms a kind of bridge from the new stock to the department of rare books and fine editions and thus becomes a very integral part of the shop's general layout. The front part of the shop is, of course, filled with many tables of new novels, children's books, new biography, etc. The staple items began to appear in a strategic position near the center of the floor and continue back to the center and side sections at the rear, devoted to fine sets and old and rare items.

The first table of staple stock is devoted to dictionaries and reference books, one side of the table space to each type. Among the reference books, the technique of introducing new books on the same or an allied subject among titles which are "staple" on this subject, is at once apparent. Throughout Marshall Field's entire set-up of staple stock a noticeable endeavor is made to utilize staple titles in the selling of newer titles dealing with the same subject and vice versa. The importance

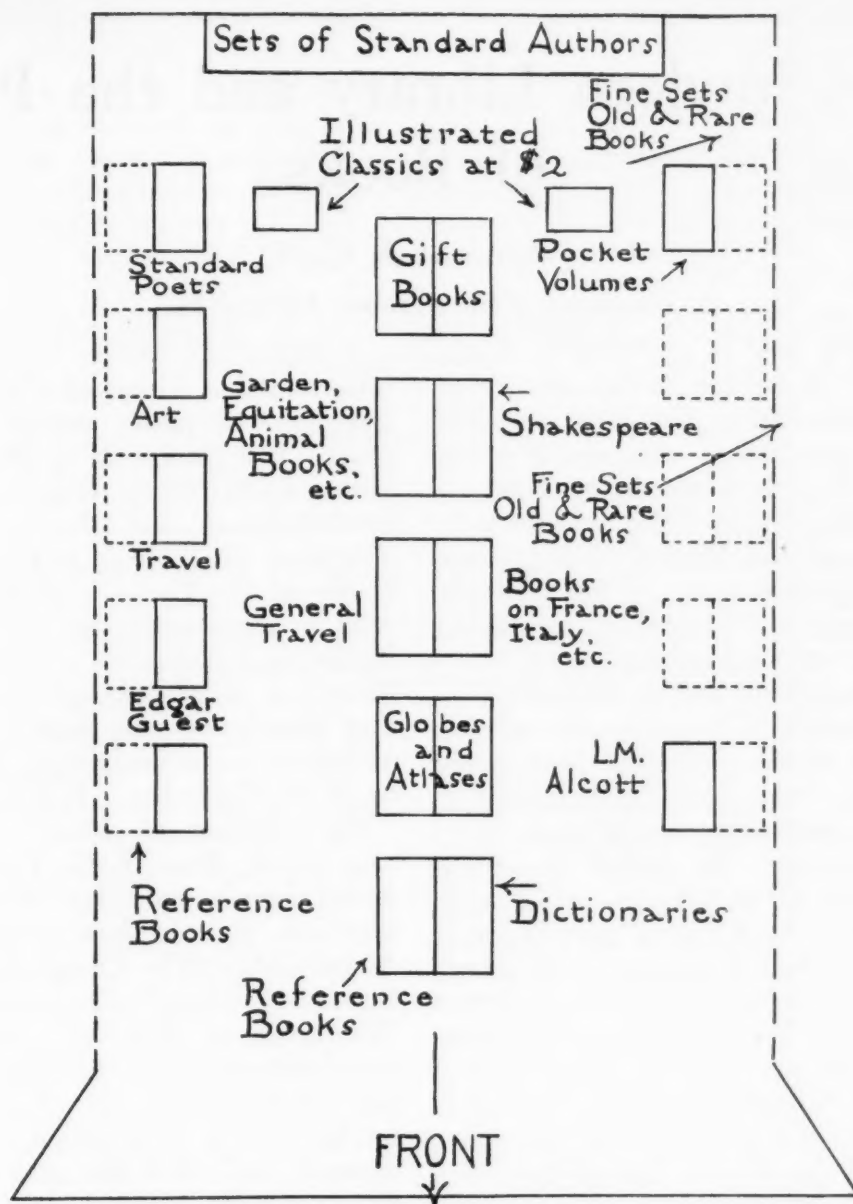
of having a permanent dictionary display is used to full advantage. It is interesting to note that the G. & C. Merriam Company, publishers of Webster's New International Dictionary, declare that the dealers most successful with dictionaries are those who have arranged permanent tables for dictionary display.

The second large table in this staple stock aisle presents globes and atlases. This table has probably more than justified itself this year, for despite the fact that globes and atlases might be considered luxuries which people could well get along without in a depression year, Rand McNally reports a better sale of globes than ever before. Also, when the new Census figures are completed during the last of February or the first part of March, and when the various publishers of atlases have issued new editions comprising these figures, this table will have great psychological value. For although new Census figures in themselves mean little or nothing to the average man, the idea of owning an atlas which is the very latest word in accuracy, completeness, etc., if sufficiently played up by the bookseller, offers an unsurpassed opportunity for selling atlases, as is pointed out elsewhere in this department.

The third table concerns itself with travel, one half of it being filled with general travel titles, the other half with books on specific countries, England, France, Italy, etc. Incidentally, all of these large tables (most of which are divided into two sections) carry large lettered signs announcing the type of book presented.

The fourth table is shared by Shakespeare and books on gardening, equitation, etc. The Shakespeare side of this table is particularly interesting. Dominated by a large portrait of Fritz Leiber, the new "Swan Shakespeare" is the featured item and is surrounded by standard editions such as the Winston Complete Shakespeare.

The gift book table, number five, pre-



*The layout of the staple stock section of the book department in Marshall Field & Company's store in Chicago forms a kind of bridge from the new stock to the department of rare books and fine editions. It is thus a functional part of the store as a whole*

sents such combinations as the Dodd, Mead *Black and Gold Series*, and Macmillan's *The Modern Readers Series*; Rockwell Kent's "N. by E." and Holt's "The Home Book of Modern Verse." This table marks the end of the large staple stock row, for from it one progresses past two smaller tables loaded with illustrated classics at \$2 (including the *Rittenhouse Classics* and the similar series from *Crowell and Dodd, Mead*), past shelves of standard poets and pocket size volumes to more gift books set on little tables

in front of the impressive cases of standard authors along the back wall. The old and rare books and fine editions are now just a step to the right.

While certainly impressive in the richness of its varied material, the display of staple stock in Marshall Field and Company's book department is perhaps most important as an example of how staple stock on display can be made a functional and significant part of the store as a whole, a position which it surely deserves.



## The Modern Library and the Price of Books

Bennett A. Cerf

*President of the Modern Library Inc.*

**N**OW that the excitement about Dollar Books has died down to the gentlest of whispers, it seems to us about time to throw the spotlight on the 95c. books. And when we say 95c. books we mean the *Modern Library*, for we have an announcement of titles for the spring of 1931 that deserves, we think, more than a summary comment.

Booksellers tell us, and we believe them, that the *Modern Library* is one of the steady props of the American book business. It is so steady and secure that often it misses the publicity given to more spectacular enterprises. Its growth has been that of a normal and healthy child and now in its maturity it has all the vigor and strength of an adult who goes quietly about his business. The annual sale crossed the half million mark first in 1925; in 1928 it exceeded 700,000, and it picked 1930, of all sour, discouraging years, to zoom well over the million mark. People who have watched the ebb and flow of the publishing world for a number of years can remember when the *Library* started, with its unprepossessing oilcloth binding, its rather limited list of titles, and yet with a purpose undeniably sound, to publish good books in attractive and convenient format at a low price. While the undesirable features of the *Library* have been one by one eliminated, the binding changed to attractive cloth, the titles revised and added to, its purpose has remained the same.

We believe that its purpose has been fulfilled more than ever before in the list of new titles to be published during the coming months. Here they are: "Lord Jim" by Joseph Conrad, and "The Decameron" by Boccaccio in February. The John Payne translation is being used for the latter; it combines the advantages of being complete and of satisfying the sometimes

unaccountable whims of the governmental guardians of public morals. In March come "The Education of Henry Adams," with a special introduction by James Truslow Adams, and Swift's "Gulliver's Travels," "A Tale of a Tub," and "The Battle of the Books," all in one volume, with an introduction by Carl Van Doren. Katherine Mansfield's "The Garden Party" is scheduled for April. Also in that month we will publish an excellent anthology on anthropology, edited for us by V. F. Calverton. It bears the title of "The Making of Man," and includes chapters by Boas, J. G. Frazer, Westermarck, Lowie, and many other leading authorities. In the late spring will come André Gide's "The Counterfeiters," Artsybashev's "Sanine," Christopher Morley's "Parnassus on Wheels," and a complete translation of Suetonius' "The Lives of the Twelve Caesars." In planning this list we have tried to maintain a fine balance between the best of the moderns and those classics which deserve a place in the series, and should be available complete and unabridged at 95c. a copy.

Since the price of books is now attracting so much attention it may be interesting to analyse the situation with regard to the popularity of the *Modern Library*. One might say that the success of a reprint series depends on three factors; the price, the format, the titles. In the beginning the price, if it is low, seems most important, the format comes next, the titles follow. If, however, a series is to succeed, grow steadily and gain for itself increasing popularity, the scale of values must eventually be reversed to read: titles, format, price. This change of values has occurred with the *Modern Library*. A good half of the people who now buy *Modern Library* books regularly, the new titles each month as they are issued, can well afford

to spend more than 95c. a copy for their books. Many of them have extensive and expensive libraries and buy the *Modern Library* mainly on account of the high standard of titles issued and the convenient format. The price, although pleasant, is to them incidental.

We believe that if a series has to depend entirely on its bargain value, over a period of as many years as the *Modern Library* has existed, it cannot survive. Quality therefore and not the price is the main factor in successful publishing and on this basis the *Modern Library* stands.

## Selling Graduation and Memory Books

Franklin M. Watts

*W. K. Stewart Co., Indianapolis*

**A**MONG the stock items of the book business there are few, if any, that are as staple as graduation books, and memory books. Baby books are in the same category, as they are bought from the same houses, but this article will not discuss them in detail.

There is nothing in the bookstore that lends itself better to display at the right time of year than Memory and Graduation books. They are favorite presents at three times of year. In the fall they are bought as going away presents and they are also bought by the students themselves. Then there is a good season at Christmas, as they are appropriate presents for the greatest of all gift times. But at commencement time probably a greater number is purchased as gifts than at any time during the year.

High school graduates are excellent prospects for memory books, and every window at graduation time for the local high school should include at least one memory book that students can use during their college course. Coincidental with the graduation demand for memory and graduation books, there is the demand for brides' books, as the two seasons overlap.

The typical bookstore misses a real opportunity by not selling more brides' books. If ever there is a sentimental time in a woman's life, it is at the time of marriage, and that time immediately preceding it. Brides' books are sold entirely on the sentimental appeal, and they do enjoy a wide sale. They are, moreover, excellent shower presents.

Another demand that is neglected is that for inexpensive memory books used by

grammar school children. Smaller children love to ape their older brothers and sisters, and parents will gladly pay 50c. to \$1 for memory books for the smaller children. These enjoy a good sale at the mid-year examination period about the last of January and can be used as a promotion present.

There is no particular technique in displaying or selling this type of bookstore merchandise. As in other lines a good variety is necessary, and the merchandise should be up-to-date and fresh. It is much better to get the books into a number of windows than to wait for one big window once a year.

At the times of greatest demand (such as have been indicated) it is well not only to place those books in a window but also to run a short notice in any newspaper advertisements that are run during the best selling season. Just the line "Memory and Graduation Books \$1.00 to \$7.50" will be better than not advertising them at all. They are too frequently completely neglected.

### Not Sold to Regular Book Customers

As a rule this type of book is not sold to the regular book-buying clientele. Most booksellers must have noticed that the sales are made to others than the best book customers. For this reason it is often productive of results to advertise them in the ads run by the stationery department; for example, running an advertisement of memory books at the same time and in the same ad as fountain pens.

When displayed on the shelves it is best to place them in the same section with the

gift books and Edgar Guest; when displayed on tables they can be placed on the same table with Guest and the gift books. It is no coincidence that the publishers of Edgar Guest have an excellent line of graduation books and memory books. The two go hand in hand. Both represent staples highly profitable to the bookseller that do not retract from his regular business.

#### The Importance of Sound Stocks

"You can't sell what you don't have" is in no case more true than in selling these staples. While customers will often be willing to let the bookseller order certain titles of out of stock, they will never let the bookseller order graduation books. It is chiefly display of these books which sells them.

This is obvious, but most booksellers do not do a good job of maintaining stock in these books. A careful list on cards or in a book should be made of the books to be carried; then these cards should be checked about once a month, and all good sellers replaced. In most parts of the

country, travelers only come once or twice a year, so it is necessary to fill in between times. The discount is just as liberal on mail orders as travelers' orders (I understand) so there is no excuse for waiting, if one is out of important stock.

Carrying an adequate assortment is essential if any business is hoped for in this line. If a dealer feels that he can have only a few varieties, he will be disappointed with results, as customers demand a good selection. Just what a good selection consists of is a problem for the individual dealer.

#### Summary

Memory, graduation, and brides' books can be sold in large quantities, provided the dealer will display them and advertise them at the buying time of year. The months of greatest demand are May, August, September, and December with some little demand in late January. Adequate stocks that cover the range of customers' demands are essential and can be maintained only by constantly checking stock.

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## Biography Month

*A Plan Which the Bookseller Could Carry Out  
Any Month in the Year*

Ken McCormick

*of the Doubleday, Doran Bookshops, Inc.*

**F**EBRUARY has given its name to the birth-month of great men for centuries: from Galileo, Palestrina, Copernicus, on up to Edison. It is obvious that the best opportunities to sell books about the lives of great men is at the time when the public is reminded of these figures by the anniversary of their date of birth. But lacking books of the moment to supply the demand, or create it in more instances, the bookman must look to earlier publications. Most books, so it seems now, must sell almost all they eventually will, in their first nine months, if they are to be a financial credit to their publishers. Probably no one would greet with greater joy than the publisher, a change of policy that involved bringing back to the public attention past editions.

Below are listed chronologically, the birthdays of some of the world's greatest and most interesting men, whose birthdays fall in February. Books have been written about these men since the turn of the century, as complete and as intelligent as anything that will ever be said in their behalf. Some of these might be revised.

So if you're arranging a February biography window, remember: the early part of February—the first week—contains the birthdays of no less men than Palestrina, Mendelssohn, Horace Greeley, Sidney Lanier, Roger Williams, Ole Bull, Madame de Sévigné, Sir Thomas Moore, and Millard Fillmore.

Musicians will be interested in Z. K. Pyne's "Giovanni Pierluigi da Palestrina," which *Dodd, Mead* published some time ago at \$2.50; and as well "The Style of Palestrina," by K. Jeppeson, procurable from *Oxford University Press* for \$6. The "Life of Felix Mendelssohn-Bartholdy," by W. A. Lampadius, is available from the music publishers, *Ditson*, for \$2. There

are few enough contemporary books about the German composer.

Journalists, and readers of that group's efforts, will find a studied biography in the book "Horace Greeley," by D. C. Seitz, *Bobbs-Merrill*, \$5. Sidney Lanier, whose memory has been perpetuated through magazine articles for years, has been well chronicled by Edwin Mins, in a volume entitled: "Sidney Lanier" (American Men of Letters Series) available from *Houghton Mifflin* for \$2.50. And Mark Hopkins, the educator (books about him are few), anticipated the market for such books as "The Story of Philosophy" with a tract that *Scribner's* has kept on its lists since 1886: "Outline Study of Man." The price is \$2. That Roger Williams had a republican point of view interesting to others than those of his time is brought out in "Political Thought of Roger Williams," by J. E. Ernst. This is another interesting book from the far western *University of Washington Press*, priced at \$2. A boy's book that will never exhaust its interest is the "Boys' Story of Zebulon Pike," who in spite of his Christian name had adventures that still excite youth. Mary G. Humphreys did this book for *Scribner's* some time ago, \$2. Ole Bull, the Norwegian violinist, cries for a Boswell. No one has seen fit to put down his life and he is constantly being confused with the old party who appears in any cartoon involving the Kingdom on which the sun never sets. For those religiously inclined "Life of Dwight L. Moody," by W. Moody, *Fleming Revell*, \$2. is a carefully written work. There still remains, representing the first week of the month, Madame de Sévigné's "Letters to Her Daughter and Her Friends," edited by Richard Aldington, two volumes, *Brentano's*, \$8.50. In the same week, Millard Fillmore was born

(who has nothing to do with Madame de Sévigné) whom those who didn't take their history seriously may not identify as the thirteenth president of the United States. Considering that a man who only *ran* for the Presidency has had three books published by or about himself in a year, with prices ranging from one to five dollars, it is interesting to note that Millard Fillmore's life is trusted to paper by only one publisher and that to be had for fifty cents. *Andrus and Church* are responsible.

The month proceeds; a pair of distinct literary lights come into focus. Charles Dickens was born on February 7th. His biographies are legion. *Doubleday, Doran's* "Life of Charles Dickens," by J. Forster is as deep and factual a biography as it should be for \$10. *Houghton Mifflin* have also perpetuated Dickens' memory by publishing E. C. Wagenknecht's "The Man Charles Dickens," \$4. Another Englishman of letters, John Ruskin, is the subject of a book of charm, "An Exquisite Tragedy," by A. Williams-Ellis. *Doubleday* is again the publisher, price \$3.50.

The character of William Tecumseh Sherman, who was born on the 8th day of February, may be found remarkably drawn in Hart Liddell's "Sherman: Soldier, Realist, American." *Dodd, Mead*, \$5.

That precedent always played its part in matters of the White House may seem apparent when we notice that William Henry Harrison, President of the United States, has also been passed down to posterity through the medium of a fifty cent book, "Wm. H. Harrison's Administration of the Indian Territory," *Bobbs-Merrill*, by H. J. Webster.

Charles Lamb, a third English literary figure, was born on February 8th as well. "Cambridge and Charles Lamb" by G. E. Wheery is available from *Macmillan*, \$2. February 11, and the passing of a century or thereabouts, brings Thomas Alva Edison. The *Garden City Publishing Co.* have produced G. S. Bryan's "Edison, the Man and His Work," for one dollar. The excellent two volume "Edison, His Life and Inventions" by F. L. Dyer, is still to be had from *Harper's*, \$10.

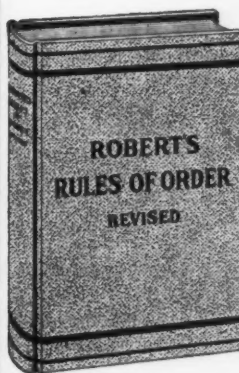
There is no desire to list here the books that pertain to the life of the man who has made February 12th famous. Rather, we call attention to the "Autobiography"

(with supplementary chapters by the author's son) of Charles R. Darwin, done into print by *Watts and Co.*, and to "The Writings and Life of George Meredith" by M. Gretton, \$2.50, *Harvard University Press*.

St. Valentine and Christopher L. Sholes were born on the 14th and though we remember more about Valentine than Sholes, it is the invention of the latter that we use from day to day: the typewriter. The story of this ingenious machine has been put down in a twenty-five cent pamphlet which, curiously enough, is privately printed.

Galileo and Elihu Root both have February 15th as their date of birth. Neither have biographers. However, Galileo's "Dialogues Concerning Two Sciences," translated by Crew and Salvio, is to be had from *Macmillan* for \$2.50. The books by Elihu Root are both numerous and excellent.

For the artist, the reprinted "Etchings" of Anders Leonard Zorn are more than worth the price of the book as done by



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the *Empire State Book Co.*, \$4. Zorn was born on February 18th. The following day, (centuries earlier) Copernicus was born. *Macmillan* have seen fit to perpetuate his interests through the book "Copernicus of Antiquity," by T. S. Heath. David Garrick, also enjoying the same day of the month as birthday has given, through the *Oxford University Press* his "Diary (With the Memorable Trip to Paris, 1751)" to the world, for \$8.50.

The day before Washington's birthday, John Henry, Cardinal Newman, will be quoted and praised in schools. His "Life" by W. P. Ward is a worthy publication of *Longmans, Green*, complete in two volumes, \$7. Both Schopenhauer and James Russell Lowell were born on Washington's birthday. The former's "World as Will and Idea" translated out of the German by Haldane and Kemp, is printed in three volumes by *Scribner's* for \$19.50. *Houghton Mifflin* have published a \$2.50 biography of the American poet, Lowell, written by Ferris Greenslet.

On the 23rd of the month was born no less an influence on the future centuries than Johann Gutenberg. Jean Guttenberg is responsible for a five dollar biography through the *Plandome Press*. Handel, born on the same day of the month, is eloquently chronicled by W. N. Flowers in "George Frederic Handel." *Houghton Mifflin* have kept this biography on their list for years at \$7.50.

Those interested in early English drama look to Marlowe. Though he was born on the 26th of the month his death seems to be the emphasis of a book published by the *Harvard University Press*, "Death of Christopher Marlowe." On this day also, Victor Hugo was born. "The Man and the Poet," *Dial Press*, is by W. F. Giese.

Longfellow, born on the 27th, has been delightfully portrayed in "Echo From Parnassus" by H. C. Skinner. \$2, *Sears*. In a period of Arctic-tragedy-adventure chronicles, the book "Adrift on an Arctic Ice Pan" by Sir Wilfred Thomason Grenfell, whose birthday falls on the 28th, is particularly appropriate.

Though it is hardly practical to stock these books for February sales, window cards as the birthdays occur, and notes in the book bulletins distributed by the shop, will bring in many special orders.



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## New Editions and Reprints

**D**URING the course of the year the *Publishers' Weekly* in its Weekly Record lists about 1,800 new editions. About half of these are fiction and juveniles, and the rest are from every type of literature. For the purpose of indicating the many books of established character that are revised and remade for continuing sale in bookstores, we begin this issue the printing of a selected index of the new editions and reissues from the Weekly Records of the month before. The emphasis will be on newly designed editions, standard books, reissues of books that have established themselves as bookstore needs, and cheaper editions of the classics. Limited editions will be omitted from this check list, as they are given separate listing in the Rare Book issue, the third number of each month; juveniles will be omitted, as they get special attention in the supplementary children's numbers; the index will also omit popular copyrights, which, though they are one of the props of the book business, are published in such numbers that they would require a separate index, not feasible at this time.

The pressure of war times and the readjusting of business to the new level of the dollar put a great many of the standard books out of print a dozen years ago, but, with the increasing market that has since developed, publishers have been bringing back into print many staple books.

During this time the new resources of typography and machinery for bookmaking have given fresh incentive to re-manufacturing the books which have become somewhat unappealing in appearance to the readers of today. This brief summary will give a picture of what publishers are doing to increase the sale of books and fuller description of each item can be found by referring back to the Weekly Records.

### NEW EDITIONS

ABERCROMBIE, LASCELLES

"The Poems of Lascelles Abercrombie." Oxford Poets. *Oxford*. \$2.50.

BENÉT, STEPHEN VINCENT

"Ballads and Poems, 1915-1930." *Doubleday*. \$2.50.

BRONTË, EMILY JANE

"Wuthering Heights." Universal Lib. *Grosset*. \$1.00.

CABELL, JAMES BRANCH

"Figures of Earth." Novels of Distinction. *Grosset*. \$1.00.

FRANCE, ANATOLE

"Thaïs." Universal Lib. *Grosset*. \$1.00.

GAUTIER, THEOPHILE

"Mademoiselle de Maupin." Il. by Steele Savage. *Kendall*. \$2.50.

KORAN

"The Meaning of the Glorious Koran"; an explanatory translation by Marmaduke William Pickthall. *Knopf*. \$7.50.

MOORE, GEORGE

"A Story-Teller's Holiday." Black and Gold Lib. *Liveright*. \$3.50.

POLO, MARCO

"The Travels of Marco Polo." Universal Lib. *Grosset*. \$1.00.

SWIFT, JONATHAN

"Gulliver's Travels." Universal Lib. *Grosset*. \$1.00.

TOLSTOY, LEO NIKOLAIEVICH, COUNT

"Resurrection"; tr. by Mrs. Louise Maude. Il. with scenes from the photograph. *Grosset*. 75 c.

VOLTAIRE, FRANÇOIS MARIE AROUET DE

"Candide." Universal Lib. *Grosset*. \$1.

### REISSUES

AKERS, CHARLES EDMOND

"A History of South America"; with additional chapters. *Dutton*. \$5.00.

BARTHOLOMEW, JOHN GEORGE

"A Literary and Historical Atlas of America"; rev. by Samuel McKee, jr. Everyman's Lib. *Dutton*. \$1.25.

DUBOIS, PAUL

"The Education of Self"; rev. ed. *Funk*. \$1.75.

HAMILTON, SIR IAN STANDISH

MONTEITH

"Gallipoli Diary 1915" abridged. *Longmans*. \$3.00.

LEWIS, SINCLAIR

"Arrowsmith"; "Babbitt"; "Dodsworth"; "Elmer Gantry"; "Main Street." Noble Prize ed. *Harcourt*. Each \$2.50.

RICE, WILLIAM GORHAM

"Carillon Music," rev. and enl. ed. Dodd, Mead. \$5.00.

WOOLF, VIRGINIA STEPHEN [MRS. LEONARD SIDNEY WOOLF]

"Jacob's Room"; Mrs. Dalloway"; "Night and Day"; "To the Lighthouse"; "The Voyage Out." Uniform ed. Harcourt. Each \$1.35.

### New Uniform Editions

THE steps by which an author finds his way out of the formats of miscellaneous publication to a uniformity of edition are gradual, and the experiments toward the establishment of a uniform edition show that the demand for the books has been sufficiently stabilized to make it certain that readers will be led along from one book of an author to another and will be pleased at finding them in uniform shape.

Last month Harcourt, Brace & Company put out an attractive uniform edition of Virginia Woolf, five volumes in all, \$1.35 each, and presumably may add others to the series as these get established. The same publishers took the occasion of the Nobel Prize award to make a dignified uniform edition of the five best novels of Sinclair Lewis from "Main Street" to "Dodsworth."

From Scribner comes an indication that Will James has found a permanent public, which the success of "Lone Cowboy" has made certain. Instead of making his books exactly uniform, each of the three volumes ready, "The Drifting Cowboy," "Cowboys North and South" and "Cow Country," has its own drawing on the cover and its own individual color for the cloth binding, a color which is re-echoed on the jacket.

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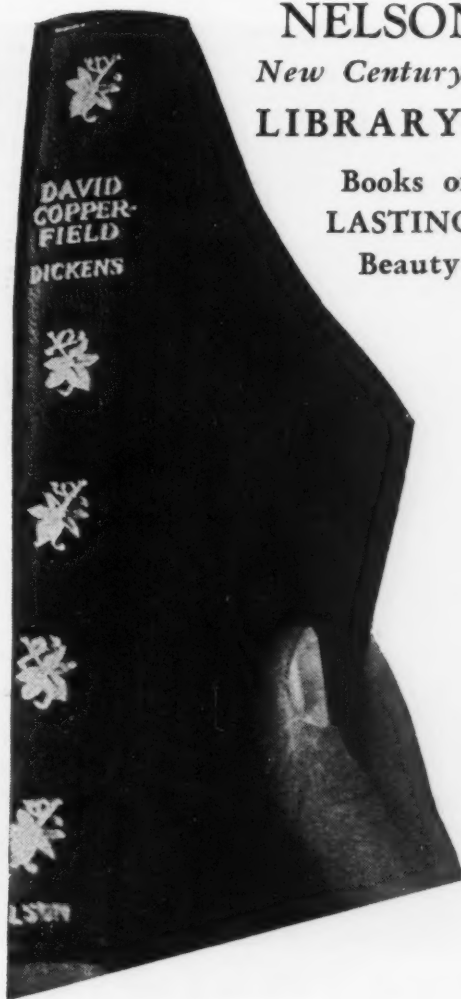
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### A Staple in the Making

WE have received from publishers and booksellers from time to time what seem to us very interesting stories of books which start to sell very slowly and then unexpectedly begin to pile up very gratifying total sales. The Korner and Wood Bookshop had such an experience with Edith Hamilton's "The Greek Way" published by Norton. "The day the book came in I read it with keen pleasure," writes Harry Korner. "We immediately ordered it and began calling it to the attention of our patrons. Reorders followed, and we found that 'The Greek Way' had as versatile a following as any book in our shop. It appealed not only to our most critical audience, but to a great many people who do not generally buy such a book. From a modest initial order of three copies we have sold 178 copies to date, and it is still a very active stock item with us."

The publishers tell us that Dr. Ulrich's bookshop had sold 163 copies by January 24th; Kroch's, with an initial order of

three copies have sold 139; and Norman Remington with no advance order has sold 70 copies. These figures represent a steady sale over an eight month period. In no case has any purchase from these four booksellers been for more than 25 copies at a time and usually they have been in 5's and 10's at intervals of about two weeks.

### Staple Books

FEW booksellers find it possible to maintain a good stock of the Greek and Latin Classics. The bookseller wishing to give adequate suggestions as to available editions will find particularly useful the volume entitled "The Classics in Translation, An Annotated Guide to the Best Translations of the Greek and Latin Classics into English" by F. Seymour Smith, an English author, who, however, gives also the names of American publishers. This volume gives appraisements and comments on the translations of the great classics such as Homer, Virgil, and others harder to find.



*Display of "Child Care and Training" in the Dayton Company store, Minneapolis. The book is published by the University of Minnesota Press*

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

THE second week of "America month" sees again the publication of two Lincoln biographies of importance, "Lincoln the Man" by Edgar Lee Masters and "Lincoln the Politician," by Don Seitz. The biography of another American president is listed under *Wells*. In "Wilson the Unknown," the author attempts the examination and explanation of Wilson's personal character and his career. The daughter of one of the best known modern historians, Mary C. Trevelyan writes about "William the Third and the Defence of Holland, 1672-4." Social history in popular form is contained in a very interesting volume by the American novelist, Arthur Train. His book, "Puritan's Progress" is a witty and anecdotal account of changing ways and manners and customs in this country from the time of the Puritans, and the influence of previous generations upon the present. Another biography is that of Toussaint Louverture by *Waxman*.

Business books of the week include an autobiography of J. C. Penney, the man who founded the great chain store organization that bears his name; another volume on chain stores, dealing with personnel management and training, by H. R. Barnett; "Advertising," by Hess, a complete guide to planning and carrying through advertising and publicity campaigns in every detail, even describing technical processes of printing and illustration; and "Looking Ahead with Common

Stocks" by Bretey, a valuable handbook on buying and selling stocks, at the present moment. The author was formerly vice-president of the Brookmire Economic Service and is at present director of the department of investment and supervision of the Wetsel Market Bureau.

Among other outstanding books of non-fiction are "Italy after the Renaissance," by Collison-Morley, describing life in the leading cities of Italy, in one of the less familiar periods; "Russia's Five Year Plan," a discussion of the Plan and its operation by Farbman; "Zoom," by White, a guide to the principles of flying; "The One-Way Ride," "the red trail of Chicago gangland from prohibition to Jake Lingle," by Walter Noble Burns; and the first of the spring flower books, "Rainbow Fragments," a handbook on iris-growing by Shull.

"The Best American Mystery Stories of the Year" is a new annual collection of stories from American magazines, compiled by Carolyn Wells. This volume with some others listed this week suggests a display of books for gifts. See Milne, "The Christopher Robin Birthday Book"; "The Vinegar Tree," an amusing play by Osborn, now a hit on Broadway; "Brighter Spanish," a valuable handbook for travelers, by De Baeza; the three new volumes in the popular edition of Will James' cowboy stories; and new volumes in the Modern Library and Everyman's Library editions, under Bennett, Fielding and Eliot.

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THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 c.m.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of February 14th, 1931

## Adams, Eustace L.

A knight comes flying. 269p. D c. N. Y., Dial Press \$2

A rich young aviator encounters a series of exciting adventures in Florida and plays knight errant to a girl whom he finally wins.

## Adams, Lloyd

The students' dictionary of synonyms and antonyms; comp. from the best authorities and condensed by the omission of obsolete and unlikely words, and arranged for everyday usefulness. 197p. D (Students' ser. of dictionaries) [c.'30] N. Y., Noble & Noble \$1.25

## Austin, Anne

Murder at bridge; a mystery novel. 305p. diagr. D c. N. Y., Macmillan \$2

The hostess of a bridge party is found dead at her dressing table.

## Balza, L. de

Brighter Spanish. 228p. il. D [c.'31] N. Y., Holt \$2

A guide to the use of idiomatic and conversational Spanish, designed for those who have some knowledge of the language.

## Bailey, Temple

Burning beauty. 318p. D (Popular copy-rights) [c.'29] N. Y., Grosset 75 c.

## Bari, Valeska, comp.

The course of empire; first hand accounts of California in the days of the Gold Rush of '49. 368p. il. O c. N. Y., Coward-McCann \$4

Sixteen first-hand accounts, which make a full picture of the California Gold Rush.

## Barnett, H. R.

Man management in chain stores. 262p. O c. N. Y., Harper \$3.50

Management and training of personnel in every phase of chain store work, based upon chain grocery stores as a type for this study.

## Barry, Joseph Gale Hurd, D.D.

Meditations on the Lord's Prayer. 115p. S [c.'30] N. Y., E. S. Gorham \$1.25

By the Rector Emeritus of the Church of Saint Mary the Virgin, New York City.

## Beman, Lamar Taney, comp.

Selected articles on censorship of the theater and moving pictures. 385p. (bibls.) D (Handb'k ser., ser. 3, v. 6) c. N. Y., H. W. Wilson \$2.40

## Bennett, Arnold

The old wives' tale. 652p. S [c.'31] N. Y., Modern Lib. flex. cl., 95 c.

## Berman, Henry

Life demands! and other plays. 362p. D c. N. Y., Brentano's bds., \$2.50

Five one-act plays and the title play of four acts, all of which are written around present-day conditions.

## Blasco Ibañez, Vicente

The phantom with wings of gold; a novel; tr. by Arthur Livingston. 280p. D [c.'31] N. Y., Dutton \$2.50

In Monte Carlo, Jasmine, to escape poverty and to spite the gay Marchedo, who will pay no attention to her, marries a man much older than herself, and finds herself in a much worse predicament than before.

## Brailsford, Mabel Richmond

The making of William Penn; woodcut front. by Clare Leighton. 391p. (2p. bibl.) il. O '30 N. Y., Longmans \$5

The life of William Penn in England, before he came to America.

## Bretey, Pierre R.

Looking ahead with common stocks. 200p. diags. O [c.'31] N. Y., Wetsel Market Bur., 341 Madison Ave. \$3

Statistical analyses of the industries represented by common stocks in which there is active trading, with definite, reasoned recommendations for buying or avoiding specific stocks. There is an index of stocks mentioned.

## Brooks, Alfred Mansfield

Readings in art appreciation; great artists and their works by great authors [new and enl. ed.]. 308p. il. O [c.'19, '31] Bost., Marshall Jones \$2.50

## Brown, Cecil Kenneth

The state highway system of North Carolina; its evolution and present status. 271p. (bibl. footnotes) maps, diags. O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$2.50

An account of the development of the State's good roads system during the last ten years.

## Brown, J. H.

Selections from the poems of J. H. Brown. 152p. D [c.'30] Bost., Badger \$2

## Bruehlheide, F. E. and Freyd, Paul R.

Winning backgammon at sight. no p. diags. T c.'30 Chic., Bruce-Roberts fab., \$1

The rules of backgammon and methods of play in concise form, in a book similar in form to the same publisher's "Contract Bridge at Sight," by Adams.

## Bryant, McKinley

Sporting youth. 287p. D [c.'31] N. Y., A. H. King \$2

A young prizefighter tries with his backer to make peace among the Chicago racketeers and while winning fame meets the socially prominent Eleanor Rice.

## Allen, James Turney

Three emendations: Euripides' Electra 657-658; Aristophanes' Wasps 1115, Birds 1681. 10p. O (Univ. of Cal. pub'ns in classical philology, v. 11, no. 2) '30 Berkeley, Cal., Univ. of Cal. Press pap., 25 c.

Bender's manual, supervisors, county and town officers; 14th ed. 2056p. O '30 Albany, N. Y., M. Bender buck., \$25

## Benner, L. D.

Red book of Christmas material; dialogues, drills, exercises, recitations, etc. 186p. front., diags. D

[c.'30] Cleveland, O., Central Pub. House, 2969 W. 25th St. \$1.25; pap., 75 c.

## Bennett, M. K., and others

Survey of the wheat situation, August to November, 1930. 44p. diags. Q (Wheat studies, v. 7, no. 3) c. Stanford Univ., Cal., Food Research Inst. pap., apply

## Brown, Charles P.

Brownie the boomer; the life story of Charles P. Brown as a boomer railroad man. 283p. D '30 Los Angeles, Author, 1418 S. McBride Ave. pap., \$1



**Burns, Walter Noble**

The one-way ride; the red trail of Chicago gangland from prohibition to Jake Lingle. 313p. O c. Garden City, N. Y., Doubleday, Doran \$2.50

A Chicago newspaperman writes the history of the city's underworld of bootlegging, graft and crime.

**Cappon, James**

Bliss Carman, and the literary currents and influences of his time. 340p. (bibl. footnotes) O [c.'30] N. Y., Carrier & Isles \$3.50

A Canadian critic interprets the poet's work as a product of the tradition of Emerson and Thoreau, breaking through into new poetic fields, under the new influences of his time.

**Casey, Robert Joseph**

Cambodian guest. 304p. D [c.'31] Ind., Bobbs-Merrill \$2

Murder, abduction and romance in an ancient, deserted city of the Orient.

**Chesterton, Gilbert Keith**

Come to think of it. 286p. D c. N. Y., Dodd, Mead \$2.50

Essays on a variety of subjects, most of which have appeared in the *Illustrated London News*.

**Clugston, Katharine**

Finished; a comedy in five scenes. 191p. front. D (Yale plays) [c.'31] N. Y., S. French pap., 75 c.

One of the first in a new series, "Yale Plays," edited by George Pierce Baker, containing plays written and produced by students in the Department of Drama in Yale University. See also *Robertson*.

**Cohen, Joseph George and Scarlet, Will**

Modern pioneers. 319p. (9p. bibl., bibls.) il. S (Acad. classics for junior high schools) [c.'31] Bost., Allyn & Bacon 80 c.

The stories of thirteen men and women who have each achieved outstanding success in a particular field.

**Collison-Morley, Lacy**

Italy after the Renaissance; decadence and display in the seventeenth century. 339p. il. O [n.d.] N. Y., Holt \$5

A study of life in the leading cities of Italy during a period of Spanish domination and baroque art.

**Condé, Bertha**

Spiritual adventures in social relations. 153p. (bibl.) nar. D c. Nashville, Tenn., Cokesbury Press \$1

For group discussion or personal study.

**Coupland, Reginald**

The American Revolution and the British Empire. 338p. (bibl. footnotes) O '30 N. Y., Longmans \$4.50

An historical study which shows the effect of the American Revolution on the subsequent colonial policy of the British Empire.

**Craighead, James R. E.**

Black Hawk; a romance of the Black Hawk War. 108p. D [c.'30] Creston, Ia., Bond Pub. Co. \$1.50

Told in Spenserian verse.

**Crooker, Francis W.**

Chips from Old Hayseed's hatchet, and Old Hayseed's diary. 64p. il. D '30 c. Fitzwilliam, N. H., Author \$1.50

Anecdotes, verse and reminiscences.

**Cuthrell, Mrs. Faith Baldwin**

Babs; a story of Divine Corners. 322p. il. D [c.'31] N. Y., Dodd, Mead \$2

Another story of the group of high school girls who figured in "Judy," this one concerned with the experiences of Babs, who is learning to fly a plane.

**Davis, Owen**

Mile-a-minute Kendall; a comedy in three acts. 111p. il., diagrs. D (French's standard lib. ed.) c.'31 N. Y., S. French pap., 75 c.

**Delamarter, Arthur R.**

Jesus: achievement and challenge. 96p. D '30 c. Almond, N. Y., New Day Pub. Co. \$1.50

An interpretation of the life of Jesus.

**Delmar, Mrs. Viña**

Loose ladies. 299p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**Dickinson, Goldsworthy Lowes**

After two thousand years. 213p. D [c.'31] N. Y., Norton \$2

A dialogue between Plato and a modern young man on the problems of the world today.

**Dunning, Hal**

The wolf deputy; a western story. 250p. D (C. H. new copyrights) [c.'30] N. Y., Chelsea House 75 c.

**Eaton, Ralph Monroe**

General logic; an introductory survey. 642p. (bibl., bibl. footnotes) diagrs. D [c.'31] N. Y., Scribner \$3

The author is assistant professor of philosophy in Harvard University.

**Ebisch, Walther, and Schücking, Levin L.**

A Shakespeare bibliography. 312p. O '31 [N. Y.], Oxford \$7.50

An attempt to compile a bibliography that will meet the demands of recent research and that will include the majority of titles indispensable for scientific Shakespearean study. No works published after 1929 have been included.

**Edmonds, Walter Dumaux**

Rome haul. 347p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**Buckley, John S., and others**

Diseases and parasites of poultry. 64p. (bibl. footnotes) il., diagrs. O (Farmers' bull. no. 1652) '31 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap., 10 c.

**Campion, Rev. Raymond J., and Horan, Ellamay**

The mass; a laboratory manual for the student of religion. 112p. (bibl.) O (Catholic action ser.) [c.'30] N. Y., W. H. Sadlier bds., 50 c.

**Clendening, Logan, M.D.**

Modern methods of treatment; 4th ed. 819p. (bibls.) il., diagrs. (pt. col.) O '31, c.'24-'31 St. Louis, C. V. Mosby \$10

**Connor, Harry R.**

Gunston Hall, Fairfax County, Virginia. 28p. il. Q (Monograph ser., v. 16, no. 3) '30 N. Y., R. F. Whitehead, 148 E. 61st St. 50 c.

**Conrad, Herbert S., and Harris, Daniel**

The free-association method and the measurement of adult intelligence. 45p. (bibl.) diagrs. O (Univ. of Cal. pub'ns in psych., v. 5, no. 1) '31 Berkeley, Cal., University of Cal. Press pap., 55 c.

**Da Costa, J. Chalmers, M.D., and Lipshutz, Benjamin, M.D.**

Modern surgery; 10th ed., rev. 1404p. il. (pt. col.) '31 Phil., Saunders \$10

**Eliot, George, pseud. [Mrs. Mary Ann Evans Cross]**

*Middlemarch*; a study of provincial life; 2 v. 395p.; 371p. (bibl.) S (Everyman's lib., 854, 5) [c.'30] N. Y., Dutton 90 c., ea.

**Erdman, Charles Rosenbury**

*The Epistle of Paul to the Galatians*; an exposition. 128p. S '30 c. Phil., Westminster Press \$1

**Farbman, Michael**

*Piatiletka*; Russia's Five-year Plan. 232p. il., map S (New Republic's ser. of dollar b'ks) c. N. Y., New Republic pap., \$1  
A study of the Five Year Plan and its operation.

**Ferber, Edna**

*Cimarron*. 398p. D (Popular copyrights) [c.'29, '30] [N. Y., Grosset] 75 c.

**Feval, Paul**

*Salute to Cyrano*; the further adventures of D'Artagnan and Cyrano; tr. by Cleveland B. Chase. 281p. D c. N. Y., Longmans \$2  
An historical novel laid in the period when Anne of Austria, Prince de Condé, Cardinal Mazarin, and Louis XIV played a dangerous game with an Empire at stake.

**Fielding, Henry**

*Amelia*; 2 v. 318p.; 320p. (bibl.) (Everyman's lib., 852, 3) [c.'30] N. Y., Dutton 90 c., ea.

*The history of Tom Jones, a foundling*. 884p. S [c.'31] N. Y., Modern Lib. flex. cl., 95 c.

**Fite, Alexander G., ed.**

Four contemporary one-act comedies: *Zamacois*, *Duvernois*, *Courteline*, *Renard*. 235p. il. (pors.) S (Heath's modern lang. ser., Contemporary French texts) [c.'31] Bost., Heath \$1

**Flaubert, Gustave**

*Madame Bovary*. 381p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

**Forbes, Anita P., ed.**

*Essays for discussion*. 482p. (bibls.) D c. N. Y., Harper \$1.20  
A collection, for high school classes, of essays, old and new, that will provoke controversy.

**Forbush, Harriet W.**

*Lancaster, and other poems*. 104p. D [c.'30] Bost., Badger \$2

**Fort, Charles**

*Lo!* introd. by Tiffany Thayer; il. by Alexander King. 411p. [c.'31] N. Y., Claude Kendall \$2.50

The author has collected data, mostly from newspapers, of strange phenomena, showers of living animals, appearances of unknown beasts, disappearances of humans, which he ascribes to a force he calls teleportation, and which he believes, refutes the laws laid down by science, the science of astronomy, in particular.

**Francis, Bernard, and Hubbard, Samuel Dana, M.D.**

*Woman's mysterious influence over man*; treating on problems of love and sex met in everyday life. 153p. diags. S [c.'30] N. Y., Independent B'k Corp., 723 7th Ave. \$1.50

**Gaylord, Harriet**

*Pompelia and her poet* [biography]. 225p. il. O '30 N. Y., Brentano's \$2.50

**Getman, Arthur Kendall**

*The church school in action*. 178p. (4p. bibl.) D [c.'31] N. Y., Abingdon \$1.50  
A program for church school administration and teaching which is based on the author's experience in this work.

**Giduz, Hugo and Holmes, Urban Tiger**

*Sept contes de la vieille France*. 106p. il. D (Heath's modern lang. ser.) [c.'30] Bost., Heath 88 c.

**Gillum, Mrs. Lulu Williams**

*Modern food studies*. 319p. (2p. bibl.) O '30 c. Kansas City, Mo., Gillum Pub. Co., 4801 Independence Ave. fab., \$2  
Information about foods, diets, planning menus, recipes, etc.

**Godwin, George Stanley**

*Vancouver; a life, 1757-1798*. 319p. (bibl.) il., maps, diags. O '31 N. Y., Appleton \$4  
A biography of the English sailor and discoverer.

**Graham, Frank Duncan**

*Exchange, prices, and production in hyperinflation: Germany, 1920-1923*. 381p. (28p. bibl.) diags. O (Pub'ns of Internat'l Finance Sect. of Dept. of Economics and Soc. Insts., Walker Found., v. 1) '30 c. Princeton, N. J., Princeton \$3.50  
By a professor of economics in Princeton University.

**Green, Anne**

*Reader, I married him*. 288p. D c. N. Y., Dutton \$2.50  
Another gay novel about Americans in Paris, by the author of "The Selbys." A Dutton prize book.

**Greene, Graham**

*The name of action*. 312p. D '31, c. '30, '31 Garden City, N. Y., Doubleday, Doran \$2.50  
A psychological melodrama of the senses concerning a bored young English millionaire who finances a revolution in a small country.

**Haardt, Sara**

*The making of a lady*. 306p. D c. Garden City, N. Y., Doubleday, Doran \$2.50  
A novel of a Southern girl who resolved to be the First Lady of her town. The author was recently married to H. L. Mencken.

**Hallock, Gerard Benjamin Fleet, D.D.**

*Prayers for special days and occasions*. 203p. T '30 c. N. Y., Richard R. Smith \$1.25

**Folsom, Josiah C.**

*Perquisites and wages of hired farm laborers*. 58p. maps, diags. O (U. S. Dept. of Agri., technical bull. no. 213) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 10 c.

**Fuller, Charles Arthur**

*Designing heating and ventilating systems*; a prac-

tical treatise on the design of heating and ventilating equipment for buildings of all kinds, etc.; 3rd ed., rev. and enl. 244p. il., diags O '31, c. '14-'31 N. Y., Scientific Bk. Corp. flex. fab., \$3

**Giddings, Thaddeus P., and others**

*Adventures in music*. 224p. il. (col.) D (Music educ. ser.) [c.'31] [Bost.], Ginn 84 c.

**Ham, Roswell Gray**

Otway and Lee; biography from a baroque age. 264p. (bibl. notes) il. O (Louis Stern Memorial Fund) c. New Haven, Conn., Yale \$3  
The lives of two poetic dramatists of the Restoration.

**Hardy, Thomas**

The return of the native. 479p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

**Hart, Hugh D.**

The mature person. 61p. front. O c. N. Y., F. S. Crofts bds., \$1  
The commencement address delivered at the University of Vermont in June, 1930.

**Hauser, Heinrich**

Thunder above the sea; tr. by Patrick Kirwan. 277p. D [c. '31] N. Y., Liveright \$2.50  
Fonck, a young air pilot, and the mysterious woman of the demi-monde, whom he had encountered on top of a bus, both battle with their love for the other.

**Herbst, Josephine [Mrs. John Hermann]**

Nothing is sacred. 244p. D (Popular copyrights) [c. '28] N. Y., [Grosset] 75 c.

**Hess, Herbert William**

Advertising; its economics, philosophy and technique. 520p. (bibls.) il. (pt. col.), diagrs. O [c. '31] Phil., Lippincott \$5  
A comprehensive treatment of the construction of advertising and publicity campaigns from the preliminary study of the product to the final advertisement, by the head of the Merchandising Department of the Wharton School of Finance and Commerce, University of Pennsylvania.

**Homfray, F. A.**

Poems. 96p. D '30 [N. Y.], Oxford pap., \$1.50

**How, John Charles Halland**

Personal discipleship and The way of prayer. 123p. (bibl. footnotes) D '31 N. Y., Longmans \$1  
A study of discipleship in the days of Christ and today, and its relation to prayer.

**Huch, Frau Ricarda Octavia**

Eros invincible. 325p. D c. N. Y., Macaulay \$2  
Guilty love involves Ezard and Galeide, as well as their families in doom. By a German novelist.

**Hudson, William Henry**

Green mansions. 261p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

**James, Will**

Cow country; il. by the author. 254p. O (Popular ed.) '31, c. '26, '27 N. Y., Scribner \$1.75

Cowboys north and south; il. by the author. 234p. O (Popular ed.) '31, c. '23, '24 N. Y., Scribner \$1.75

The drifting cowboy; il. by the author. 253p. O (Popular ed.) '31, c. '24, '25 N. Y., Scribner \$1.75

**Keary, Annie and Keary, Eliza**

The heroes of Asgard; tales from Scandinavian mythology [children's ed.]. 230p. il. (pt. col.) D '30 [N. Y.], Macmillan \$2.50

**Kerr, Lennox**

Old ship; a novel. 288p. D c. N. Y., Macmillan \$2

A story of the merchant ship, "Hillgrove" and the world of the men aboard, in particular the conflict between Busby, the captain, and Dixon, the sailor.

**Klopp, Vahrah von**

Kin. 310p. D c. N. Y., Dodd, Mead \$2  
A story of a California pioneer family, the Vails, lawless and unmoral, but powerful in their very naturalness.

**Landis, Paul M.**

The art of exposition. 484p. D c. N. Y., F. S. Crofts bds., \$2  
Part one is a definition of exposition and its essentials; part two contains numerous examples of expository writing, old and new.

**Lardner, Ring W. and Kaufman, George S.**

June moon; a comedy in a prologue and three acts. 104p. il., diagrs. D (French's standard lib. ed.) c. '29-'31 N. Y., S. French pap., 75 c.

**Lea, Fanny Heaslip**

Happy landings. 307p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.  
Take back the heart. 75p. O c. N. Y., Dodd, Mead \$2  
A first collection of poems by a popular novelist.

**Lenwood, Frank**

Jesus—Lord or leader? 360p. (bibl. footnotes) D ['30] N. Y., Richard R. Smith \$2.50

The author has applied the results of historic criticism to the theory of the divinity of Jesus and concludes that Jesus was not in a separate genus from his fellow humans. He also suggests a new extension of Christianity.

**Helbing, Albert Theodore**

The departments of the American Federation of Labor. 149p. (bibl. footnotes) O (J. H. Univ. studies in hist. and political science, ser. 49, no. 1) c. Balt., Johns Hopkins Press pap., apply

**Hertzler, Arthur Emanuel, M.D.**

Surgical pathology of the diseases of bones. 286p. (bibl. notes) il. O [c. '30] [Phil., Lippincott] \$5

**Howell, William Henry, M.D.**

A text-book of physiology; for medical students and physicians; 11th ed., rev. 1099p. il. (pt. col.), diagrs. O '30 Phil., Saunders \$6.50

**Hudelson, R. R.**

Farm accounts that count. 18p. il. O (Agri. Exp. Sta., circular 362) ['31] [Urbana, Ill.], Univ. of Ill. pap., apply

**Hughes, R. O.**

Workbook in civics. 298p. il., maps, diagrs. O c. '30 Bost., Allyn & Bacon pap., apply

**Jenness, Mary**

Out of yesterday into tomorrow; a course on India for leaders of intermediates based on The star of India by Isabel Brown Rose. 96p. (bibls.) S [c. '30] N. Y., Missionary Educ. Movement pap., 50 c.

**Junge, Gustav, and Thomson, William**

The commentary of Pappus on book X of Euclid's Elements. 204p. O (Harvard Semitic ser., 8) '30 Cambridge, Mass., Harvard \$5

**Kaplan, Ira L., M.D.**

Practical radiation therapy, with chapter, Applied x-ray physics by Carl B. Braestrup. 354p. il. '31 Phil., Saunders \$6

**Kearns, John**

The enchanted thorn; a panorama of life in the days of chivalry. 48p. D ("Masques without words") '30 Bost., W. H. Baker pap., 50 c.



**Lieder, Frederick William Charles, ed.**

Popular German stories: Die Geschichte von Kalif Storch, Immensee, Gernelshausen, L'Arrabbiata. 228p. D c. N. Y., F. S. Crofts \$1.50

**Loring, Mrs. Emilie Baker**

Swift water. 317p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**Loving, Pierre**

Gardener of evil; a portrait of Baudelaire and his times. 400p. D [n.d.] [N. Y.], Brewer & Warren \$2.50

A novel which portrays the life of the 19th century French poet, against a background of bohemian Paris.

**McLester, Amelia**

The development of character traits in young children. 142p. (6p. bibl.) D (Ser. on childhood educ.) [c.'31] N. Y., Scribner \$1.25

**Maine, Basil**

Rondo. 288p. D '31 N. Y., Longmans \$2  
A novel about a music critic whose life is influenced by four women.

**Marlow, Louis, pseud. [Louis Umphreville Wilkinson]**

The lion took fright. 306p. D '31, c.'30, '31 Garden City, N. Y., Doubleday, Doran \$2

Mr. Brangdon, the "Lion," inwardly worshipped himself, but did not have courage to face the deep love he inspired in young Julia.

**Marshall, Archibald**

Two families. 323p. D c. N. Y., Dodd, Mead \$2.50

The story of two English families at opposite ends of the social scale who are brought into conflict through the younger generation.

**Martin, Mrs. Helen Reimensnyder**

Yoked with a lamb, and other stories. 325p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

**Marx, Karl**

The essentials of Marx; introd. by Algeron Lee. 188p. S [c.'26] N. Y., Rand School Press 75 c.

This volume contains the Communist Manifesto by Karl Marx and Frederick Engels, and other articles and selections from the works of Marx.

**Mary Estelle, Sister**

Happy times. 230p. il. (col.) D (Marywood readers) '30 c. N. Y., Macmillan 80 c.; manual, 48 c.

For the second grade.

**Masters, Edgar Lee**

Lincoln the man. 520p. (bibl. footnotes) il. O c. N. Y., Dodd, Mead \$5

A biography of Lincoln, analyzing his mind and nature, his political theories, and acts as President, as its primary function, rather than chronicling the events of his life. Written by an American poet, who is also a lawyer and student of constitutional history.

**Megaro, Gaudence**

Vittorio Alfieri; forerunner of Italian nationalism. 175p. (9p. bibl.) O (Studies in hist., economics and public law, no. 336) '30 c. N. Y., Columbia Univ. Press \$3

An interpretation of the patriotic philosophy of Alfieri, the great Italian dramatist of the 18th century.

**Meyer, Henry A.**

Looking through life's window; personal reminiscences. 236p. il., maps O '30 c. N. Y., Coward-McCann bds., \$3.50

Some of the experiences of a self-made man, the son of poor immigrants, who became active in the municipal affairs of New York and Brooklyn.

**Miller, Carl G.**

Argumentation and debate; application of the principles to the problems of daily life. 269p. (bibl. footnotes) D [c.'30] N. Y., Scribner \$1.20

A textbook for the high school course in argumentation and a manual for debaters.

**Milne, Alan Alexander**

To have the honour; played in America under the title "Meet the Prince"; a comedy in three acts. 65p. front. O (French's standard lib. ed.) c.'25 N. Y., S. French pap., 75 c.

**Milne, Alan Alexander, comp.**

The Christopher Robin birthday book; il. by E. H. Shepard. 222p. S [c.'24-'31] N. Y., Dutton \$2

A book for recording birthdays, each day of the year having an appropriate quotation from one of the Christopher Robin books.

**Moore, Amos**

The boss of Lightning C; a western story. 254p. D (C. H. new copyrights) [c.'30] N. Y., Chelsea House 75 c.

**Morley, Christopher Darlington**

Parnassus on wheels. 100p. D (Novels of distinction) [c.'17] [N. Y.], Grosset bds., \$1

**Muir, Ramsay**

Political consequences of the Great War. 251p. (bibl.) S (Home univ. lib., 137) [c.'31] N. Y., Holt \$1.25

**Lewis, Albert Buell**

Carved and painted designs from New Guinea. 55p. il. Q (Anthropology design ser. no. 5) '31 Chic., Field Mus. pap., \$1.25

**Macfarlane, D. A.**

The rôle of kinesthesia in maze learning. 27p. (bibl.) diagrs. O (Univ. of Cal. pub'ns in psych., v. 4, no. 18) '30 Berkeley, Cal., Univ. of Cal. Press pap., 40 c.

**Magoon, Willard M.**

Willard M. Magoon, psychic and healer. 202p. front. (por.) D '30 [Farmington, Me., Vodisa G. Magoon] \$2.75

**Maier, Walter A.**

Prayer—its use and abuse. 16p. T (KFUO tract no. 13) '30 St. Louis, Concordia Pub. House pap., 5 c.

Trifling with life's trifles. 16p. T (KFUO tract no. 14) '30 St. Louis, Concordia Pub. House pap., 5 c.

**Mitchell, Howard, and Puffer, Alice A.**

French verb and idiom achievement tests. 135p. obl. D [c.'31] Bost., Heath pap., 80 c.

**Nansen, Fridtjof**

Through the Caucasus to the Volga; tr. by G. C. Wheeler. 255p. il. O [c.'31] N. Y., Norton \$3.50

An account of the journey made by the author in the summer of 1925 which was a continuation of a trip described in an earlier book "America and the Near East."

**Nason, Leonard Hastings**

The fighting Livingstons. 332p. D '31, c.'29-'31 Garden City, N. Y., Doubleday, Doran \$2

Two brothers in the War—Rupert, who wanted to fight and was sent to a French instruction camp, and John, who joined the militia to escape the draft, and got to the trenches immediately.

**Newell, Adnah Clifton**

Coloring, finishing and painting wood. 419p. (bibls.) il., diagrs. (col. front.) O [c.'30] Peoria, Ill., Manual Arts Press \$3.50

A textbook for pupils and for use in training teachers of industrial arts.

**Nichols, Rudge and Poole, Caroline N.**

Peter Powers, pioneer; the story of the first settler in Hollis, New Hampshire [lim. ed.]. 139p. (2p. bibl.) il., maps D [c.'30] [W. Roxbury, Mass., Rudge Nichols, 26 Whittemore St.] bds., \$2

**Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]**

The love of Julie Borel. 348p. D [c.'30, '31] Garden City, N. Y., Doubleday, Doran \$1

A romance laid in a town in the Hudson River Valley. Two girls, spoiled Pen Barnes and Julie Borel, who is dependent on the Barnes family, love the same man, Tony de la Ferronays, teacher in the nearby girls' college.

**Northup, Clark Sutherland**

Representative Phi Beta Kappa orations; 2nd ed. [lim.]. 508p. front. O '30, c.'15, '30 N. Y., Elisha Parmele Press, 145 W. 55th St. \$3.50

The Elisha Parmele Press has recently been formed to handle the books published by the United Chapters of Phi Beta Kappa.

**Nosser, Marion A.**

Minarets [verse]. 61p. D [c.'30] Bost., [Badger] \$2

**Osborn, Paul**

The vinegar tree; a play. 180p. D [c.'31] N. Y., Farrar & Rinehart \$2

A successful comedy of the current New York theatrical season.

**Osburn, Worth James, and Rohan, Benjamin J.**

Enriching the curriculum for gifted children; a book of guidance for educational administrators and classroom teachers. 422p. (bibls., bibl. footnotes) il. D (Experimental educ. ser.) c. N. Y., Macmillan \$2

**Palacio Valdés, Armando**

José; a story of Spanish love; tr. by Minna Caroline Smith. 282p. D (Students' literal translations) [c.'01, '31] N. Y., Translation Pub. Co. \$2

**Payne, George Henry**

England, her treatment of America; introd. by George Higgins Moses. 343p. (18p. bibl.) il. O [c.'31] N. Y., Sears \$3.50

A survey of English attitudes to the United States since the Revolution.

**Penney, J. C. and Bruère, Robert W.**

J. C. Penney: the man with a thousand partners; an autobiography, as told to Robert W. Bruère. 237p. il., map O c. N. Y., Harper \$3

The life story of the founder of the great chain store organization.

**Peterson, Margaret [Mrs. A. O. Fisher]**

The heart of Jacqueline. 309p. D [c.'31] N. Y., Sears \$2

Mrs. Spender, a novelist, befriends a pretty young prostitute in a London park and takes her home to live with her that she may study her as material for a book—and Jacqueline and her son fall in love.

**Plummer, Edward Clarence**

True tales of the sea, 1684-1898. 260p. il. D [c.'30] [Portland, Me., Marks Pr. House, 97 Exchange Pl.] \$2

**Power, Rhoda**

How it happened; myths and folk-tales retold. 196p. il. O '31 Bost., Houghton \$2

Myths from many countries, explaining why the robin's breast is red and other curious things, are retold for children.

**Preedy, George, pseud.**

Tumult in the north. 286p. D c. N. Y., Dodd, Mead \$2

A tale of love and war in the north of Scotland during the days of feudalism.

**Proceedings of the National Conference of**

Social Work at the fifty-seventh annual session held in Boston, Massachusetts, June 8-14, 1930. 720p. (bibl. footnotes) front. (por.) O [c.'31] Chic., Univ. of Chicago Press \$3

**Pugh, Burton Homer**

The legend of old St. Augustine, or, The love of a cavalier; a Florida idyll. 46p. il. D c.'30 Kansas City, Mo., Homerian Pub. Co., K. C. A. C. Bldg. flex. fab., \$1.50

A romantic poem.

**Richardson, Guy**

Animals as seen by the poets. 30p. S '30 c. Bost., Chapple Pub. Co. 35 c.

**Robertson, W. H.**

Spring o' the year; a comedy in three acts. 150p. front., diagr. D (Yale plays) [c.'29, '31] N. Y., S. French pap., 75 c.

**Park, J. W.**

Marketing the commercial crop of early potatoes. 44p. (bibl. footnotes) il., maps O (U. S. Dept. of Agri., circular no. 149) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 10 c.

**Paul, George P., M.D.**

Nursing in the acute infectious fevers; 5th ed., rev. 295p. '31 Phil., Saunders \$1.75

**Place, Perley Oakland, ed.**

The Argonauts [Latin]. 23p. il. S [c.'23] N. Y., American B'k pap., 12 c.

**Reynolds, Annie**

Supervision and rural school improvement; prepared for the use of study clubs formed in connection with organizations interested in education. 47p. (3p. bibl.) O (Office of Educ., bull., 1930, no. 31) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

**Rios Rios, Max**

La bella intrusa; novela. 315p. D '30 N. Y., G. E. Stechert pap., \$1

- Robson, Vivian Erwood**  
A beginners' guide to practical astrology. 183p. diagrs. D '31 Phil., Lippincott \$2.50  
Information about the casting and reading of horoscopes.
- Ross, Arthur Irdell**  
Not in their class. 134p. D [c.'30] Bost., Badger \$2  
A story of college life.
- Rossmann, Hermann**  
Claus the fish [tr. by Cyrus Brooks]. 127p. D ['31] N. Y., Cape & Smith bds., \$2  
A story of life in the sea, telling of the adventures of a strange creature, half-human, half-fish.
- Ruck, Berta [Mrs. George Oliver]**  
Offer of marriage. 318p. D c. N. Y., Dodd, Mead \$2  
The story of a very modern young English girl, Frankie Carter, who announces her intention of proposing to the first young man she fancies.
- Salt, Sarah, pseud. [Mrs. Coralie von Werner Hobson]**  
Strange combat. 287p. D [c.'31] [N. Y.] Brewer & Warren \$2.50  
The story of Jane, a journalist, and Andrew, a boxer, their love, which is both passionate and antagonistic.
- Sapper, Agnes**  
Frieder; Im Thüringer Wald; zwei Erzählungen; ed. by L. L. Stroebe and G. C. Cast. 195p. il. D c. N. Y., F. S. Crofts \$1.35
- Sarton, George**  
The history of science and the New Humanism. 178p. (bibl. footnotes) diagr. D (Culver lectures) [c.'31] N. Y., Holt bds., \$2  
A definition of the New Humanism and an attempt to reconcile two opposing schools of thought.
- Seitz, Don Carlos**  
Lincoln the politician; how the rail-splitter and flatboatman played the great American game. 501p. il. O [c.'31] N. Y., Coward-McCann \$4  
A study of the political astuteness of Abraham Lincoln.
- Seton, Graham, pseud. [Graham Seton Hutchison]**  
The W plan. 306p. D (Popular copyrights) [c.'30] N. Y., [Grosset] 75 c.
- Shorter novels; [v. 3], Eighteenth century:**  
Rasselas, The Castle of Otranto, Vathek. 318p. (bibls.) S (Everyman's lib., 856) ['30] N. Y., Dutton 90 c.
- Shull, J. Marion**  
Rainbow fragments; a garden book of the iris. 325p. il. (pt. col.) diagr. O (Gardener's lib.) c. Garden City, N. Y., Doubleday, Doran \$3.50
- A leading American gardener describes the selection, growing and care of the Tall Bearded Iris.
- Silk, Agnes Kay and Fanning, Clara Elizabeth, comps.**  
Index to parties. 127p. (2p. bibl.) O (Useful reference ser., no. 42) '30 Bost., F. W. Faxon \$1.50  
An index to all kinds of games and parties described in 15 recent books and 153 issues of periodicals.
- Spence, Lewis**  
The magic and mysteries of Mexico, or, The arcane secrets and occult lore of the ancient Mexicans and Maya. 288p. il. O [n.d.] Phil., McKay \$6  
Describing the magic, witchcraft, astrology, religion, mysticism and philosophy of these peoples.
- Spitzer, Antoinette**  
Life comes to Judith. 278p. D c. N. Y., Brentano's \$2  
The story of Judith, sob-sister on a great New York daily, and Denis, David, Anton—the men she loved, not wisely.
- Sprunt, Alexander, jr.**  
Dwellers of the silence; il. by Charles Livingston Bull. 345p. O '31, c.'28-'31 N. Y., Dodd, Mead \$2.50  
Short stories in which wild animals are the characters.
- Stelzle, Charles, ed.**  
The new handbook of the churches; a survey of the churches in action, continuing the Year book of the churches. 304p. (6p. bibl.) O [c.'30] N. Y., [Samuel R. Leland, 129 Park Row] \$2.50
- Stendhal, De, pseud. [Marie Henri Beyle]**  
Le rouge et le noir; introd. by Paul Hazard; notes by Louis Landré. 606p. (bibl.) S (Modern student's lib., French ser.) [c.'31] N. Y., Scribner \$1
- Stevens, Thomas Wood**  
Magna Carta; a pageant drama [lim. ed.]. 80p. il. O '30, c.'28,'30 Chic., Amer. Bar Ass'n bds., \$1.50  
This pageant, based upon the granting of the Magna Carta, was written for the Semi-Centennial celebration of the American Bar Association in 1928.
- Stuart, Graham Henry**  
The international city of Tangier. 336p. (11p. bibl.) map O (Stanford b'ks in world politics) c. Stanford Univ., Cal., Stanford Univ. Press \$4  
A type study of the international administrative area of Tangier, selected as the oldest and most difficult problem in international administration.
- Thompson, Vance**  
Eat and grow thin; the Mahdah menus; new ed., enl. and rev. 149p. D [c.'14-'31] N. Y., Dutton \$1

**Ross, Rev. J. Elliot**

Faith that conquers fear; a course of seven Lenten sermons. 61p. D [c.'30] N. Y., Joseph F. Wagner, 54 Park Pl. pap., 60 c.

**Russell, Richard Joel**

Dry climates of the United States; 1, Climatic map. 41p. map, diagrs. Q (Univ. of Cal. pub'ns in geog., v. 5, no. 1) '31 Berkeley, Cal., Univ. of Cal Press pap., 55 c.

**Schmieder, Oscar**

The settlements of the Tzapotec and Mije Indians,

state of Oaxaca, Mexico. 238p. (bibl. footnotes) il., maps, diagrs. Q (Univ. of Cal. pub'ns in geog., v. 4) '30 Berkeley, Cal., Univ. of Cal. Press pap., \$2.50

**Strickler, Harry M.**

Tenth Legion tithables; tithables of Rockingham County, Virginia [lim. ed.]. 80p. sq. Q '30 Luray, Va., Author \$3

**Summey, George, jr.**

English practice book. 168p. O '30 N. Y., Nelson pap., 90 c.



**Titayna**

Mademoiselle against the world; tr. by Madeleine Boyd. 320p. il. O [c.'31] N. Y., Liveright \$3

The story of a French aviatrix, known in Europe as "the sweetheart of danger," because of her experiences flying to, and living in the far places of the earth.

**Train, Arthur Cheney**

Puritan's progress. 487p. (bibl.) O '31, c.'30, '31 N. Y., Scribner \$3.50

How Americans have lived from the time of the Puritans to the present. A witty and anecdotal history of manners by a well-known novelist.

**Trevelyan, Mary Caroline**

William the Third and the defence of Holland, 1672-4. 371p. (bibl. footnotes) il., maps (col.) O '30 N. Y., Longmans buck., \$7.50

The story of the transformation of peace-loving Holland into a warrior nation at the time of Louis XIV's partial conquest and the part played by William, Prince of Orange, then a boy of twenty-two.

**Tugwell, Rexford Guy, and others**

American economic life, and the means of its improvement; 3rd rev. ed. 746p. (bibl. footnotes) il., diagrs. O [c.'25, '30] N. Y., Harcourt \$5

**Tully, Jim**

Shadows of men. 330p. il. D (Popular copyrights) [c.'25-'30] [N. Y., Grosset] 75 c.

**Undset, Sigrid**

The axe; tr. by Arthur G. Chater. 341p. D (Novels of distinction) [c.'25, '28] [N. Y.], Grosset \$1

**Waddell, Charles Cary**

Juror number seventeen. 286p. D [c.'31] N. Y., A. H. King \$1.50

When a girl is shot just as she is about to give information on the dope racket to the Grand Jury, Gregory Van Sweyn continues the hunt for the murderer and head of the dope ring.

**Ward, Eric**

A book of make-up. 98p. il. (pt. col.) S c.'30 N. Y., S. French bds., \$1.25

Directions for theatrical and motion picture make-up, including the make-up for character and racial types.

**Wassermann, Jakob**

Caspar Hauser. 467p. D (Novels of distinction) [c.'28] [N. Y.], Grosset \$1

**Waxman, Percy**

The black Napoleon; the story of Toussaint Louverture. 298p. (3p. bibl.) il., map O [c.'31] N. Y., Harcourt \$3.50

A biography of the Negro who freed San Domingo from Napoleon's rule.

**Wellington, Warren**

The poem book. 95p. D '30 c. Bost., [Badger] \$2

**Wells, Carolyn [Mrs. Hadwin Houghton], comp.**

The best American mystery stories of the year. 551p. D [c.'29-'31] N. Y., John Day \$2.50

Mystery stories by such authors as Ben Ames Williams, Arthur Somers Roche, Dashiell Hammett, Hugh MacNair Kahler, Clarence Budington Kelland, Ben Hecht, and others.

**Wells, Wells, pseud.**

Wilson the unknown; an explanation of an enigma of history. 365p. D c. N. Y., Scribner \$2.50

A defense of Woodrow Wilson, and an explanation of his apparently enigmatic course of action.

**Westermarck, Edward Alexander**

Wit and wisdom in Morocco; a study of native proverbs. 459p. (bibl. footnotes) O '31 N. Y., Liveright \$5

Completing the trilogy on the customs and ideas of the Moors, by the author of "The History of Human Marriage."

**White, George R.**

Zoom! 191p. il., diagrs. D c. N. Y., Longmans \$1.50

A simple introduction to the fundamental facts regarding flying and aeronautics.

**Wilson, Martha**

School library management; 5th ed., rev. 209p. diagrs. D '31 N. Y., H. W. Wilson \$1.25

**Wölfling, Leopold (ex-Archduke Leopold of Tuscany)**

My life story; from Archduke to grocer. 285p. il. (pors.) O [c.'31] N. Y., Dutton \$4

The autobiography of a member of the royal Habsburg family, who describes himself as the worst "enfant terrible" of Europe.

**Wood, Arnold**

High spots of Sicily; foreword by Emanuele Grazzi. 65p. front. D [c.'31] N. Y., Sears bds., \$1.50

A guide to the points of interest in this Mediterranean island.

**Woolrich, Cornell**

The time of her life. 301p. D [c.'31] N. Y., Liveright \$2

Against a New York setting is laid this novel of a young, heartless girl who met much unhappiness because of her artfulness.

**Wynne, Pamela, pseud. [Mrs. Winifred Mary Watson Scott]**

East is always East. 314p. D [c.'30, '31] Garden City, N. Y., Doubleday, Doran \$1

The romances of three Englishwomen in India, Flavia and April, twins, and their mother.

**Toch, Maximilian**

The protection and decoration of concrete. 54p. il. D '30 N. Y., Van Nostrand \$2

**Tolman, E. C., and Honzik, C. H.**

Degrees of hunger, reward and non-reward, and maze learning in rats; and, Introduction and removal of reward, and maze performance in rats. 33p. (bibls.) diagrs. O (Univ. of Cal. pub'ns in psych., v. 4, nos. 16, 17) '30 Berkeley, Cal., Univ. of Cal. Press pap., 45 c.

**West, Ruth, and Wallace, Warren L.**

American history workbook. 294p. (bibl.) il., maps Q [c.'30] Bost., Allyn & Bacon pap., apply

**Williams, Samuel Robinson**

Magnetic phenomena; an elementary treatise. 230p. il. O (Internat'l. ser. in physics) '30 N. Y., McGraw-Hill \$3

**Wilson, Howard E., and Wilson, Florence H.**

Workbook in United States history; for higher grades; pts. 1 and 2. 233p.; 254p. (bibls.) maps O [c.'30] N. Y., American B'k pap., 40 c.; 36 c.

**Wood, George Clayton, and Carpenter, Harry A.**

Science discovery book; based on our environment; bk. 3, How we use and control it. no p. il., maps, diagrs. Q c.'31 Bost., Allyn & Bacon pap., apply

# Title Index to The Weekly Record

Does not include the material listed in smaller type

- Advertising. Hess, H. W. \$5 *Lippincott*  
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 Alfieri (Vittorio). Megaro, G. \$3 *Columbia Univ. Press*  
 Amelia; 2 v. Fielding, H. 90 c., ea. *Dutton*  
 American economic life. Tugwell, R. G. \$5 *Harcourt*  
 American Revolution and the British Empire, The. Coupland, R. \$4.50 *Longmans*  
 Animals as seen by the poets. Richardson, G. 35 c. *Chapple Pub. Co.*  
 Argumentation and debate. Miller, C. G. \$1.20 *Scribner*  
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 Beginners' guide to practical astrology, A. Robson, V. E. \$2.50 *Lippincott*  
 Best American mystery stories of the year, The. Wells, C. \$2.50 *John Day*  
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 Black Napoleon, The. Waxman, P. \$3.50 *Harcourt*  
 Book of make-up, A. Ward, E. \$1.25 *S. French*  
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 Carman (Bliss), and the literary currents and influences of his time. Cappon, J. \$3.50 *Carrier & Isles*  
 Caspar Hauser. Wassermann, J. \$1 *Grosset*  
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 Christopher Robin birthday book, The. Milne, A. A. \$2 *Dutton*  
 Church school in action, The. Getman, A. K. \$1.50 *Abingdon*  
 Cimarron. Ferber, E. 75 c. *Grosset*  
 Claus the fish. Rossman, H. \$2 *Cape & Smith*  
 Coloring, finishing and painting wood. Newell, A. C. \$3.50 *Manual Arts Press*  
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 Cow country. James, W. \$1.75 *Scribner*  
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 Eros invincible. Huch, R. O. \$2 *Macaulay*  
 Essays for discussion. Forbes, A. P. \$1.20 *Harper*  
 Essentials of Marx, The. Marx, K. 75 c. *Rand School Press*  
 Exchange, prices, and production in hyperinflation: Germany, 1920-1923. Graham, F. D. \$3.50 *Princeton*  
 Fighting Livingstons, The. Nason, L. H. \$2 *Doubleday, Doran*  
 Finished. Clugston, K. 75 c. *S. French*  
 Four contemporary one-act comedies. Fite, A. G. \$1 *Heath*  
 Frieder. Sapper, A. \$1.35 *F. S. Crofts*  
 Gardener of evil. Loving, P. \$2.50 *Brewer & Warren*  
 General logic. Eaton, R. M. \$3 *Scribner*  
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## Old and Rare Books

Frederick M. Hopkins

**R**EPORTS from London indicate about the normal amount of activity in the rare booktrade. Many good collections will be dispersed before the season closes in August. American collectors are reported to be buying steadily but a little more careful in their appraisals than formerly. Sotheby's will resume operations on February 16, when 645 lots will be dispersed in a three day sale. This is a typical Sotheby sale made up from selections from many consignments and covering a wide range of material. On March 2, 3 and 4 there will be another sale, this time of 911 lots, also selections from a number of consignments, comprising a few manuscripts, a valuable collection of bibliographical works, first editions and inscribed presentation copies of English authors, including "Pickwick Papers," 1837, in the original parts; Americana, limited and illustrated editions; finely printed books from modern presses, including the Kelmscott, Doves, Nonesuch, and Fanfrolico presses; and many volumes illustrated by engravings, colored plates, by famous engravers and illustrators.

**T**WENTY-SEVEN legal documents written and signed by Abraham Lincoln and formerly in the possession of an old family in southern Illinois, have been

purchased by Thomas F. Madigan, autograph dealer of this city. The collection covers the entire period of Lincoln's practice at the bar, from 1838 to 1859 and includes pleas, complaints, motions, demurrers, answers, affidavits, receipts and other legal forms. In most cases they are signed with the name of the firm. During his legal career Lincoln had as partners at various times John T. Stuart, Stephen T. Logan, and William H. Herndon, and these legal papers are considered valuable because they are in Lincoln's handwriting and bear almost every form of Lincoln's signature. These include "Abraham Lincoln" in full, the more familiar "A. Lincoln," and the law partnership signatures, "Stuart & Lincoln, Logan & Lincoln and Lincoln & Herndon." One of the most extraordinary documents in the collection and described by Mr. Madigan as probably unique is an answer to a suit in Chancery Court which is signed, "Logan, Stuart, Edwards, Conkling, Lincoln & Herndon," thus associating in a single case the names of all three of Lincoln's law partners and two other prominent Illinois lawyers. One document covers nine closely written folio pages in Lincoln's handwriting, approximately 3,000 words, believed by Thomas Madigan to be one of the longest Lincoln manuscripts which has ever come to light.

THE Harvard University Press has published "The Journal of Washington Irving" edited by Stanley Williams of Yale University, a volume which every Irving collector will want to add to his collection. It is an exact reproduction of a manuscript "Journal" kept by Irving during the thirteen months of his life in Germany, Holland, France and England. Forty and forty-one years old, Irving is seen through his own detailed record in the society of Paris, with English men of letters such as Samuel Rogers and Thomas Moore. He describes his literary projects in the period just following the successes of "The Sketch Book" and "Bracebridge Hall," and reveals his sources and methods in writing his next book, "Tales of a Traveller." The journal gives a minute account of Irving's life during this important period, and the collector of the books of the author of "The Sketch Book," or the student of American literature will find it of peculiar value.

THE current catalog of Bernard Quaritch, Ltd., of London, contains 1,274 lots, comprising Americana, Bibles and theology, bibliography, English literature, freemasonry, Ireland and miniature books. The Americana contains some items of distinction, among them being an A. L. S. of John Eliot, 1p., folio, Roxbury, October 28, 1653, relating to his work among the Indians, £450; "Collection of Voyages" by Levinus Hulsius, a complete set of the 26 parts, 14 vols., small 4to, 1599-1650, £800; Edward Johnson's "History of New England," small 4to, 1654, £105; and Governor William Penn's Speech, To the Assembly, held at Philadelphia; September the 15th, 1701, a folio broadside printed in London, 1701, £80.

THOMAS J. HOLMES, librarian of the William Gwinn Mather Library, Cleveland, has issued a short-title catalog of the works known to be by, or attributed to Increase Mather. This catalog bears the announcement of a comprehensive bibliography of Increase Mather now in active preparation; and by printing this short list William Gwinn Mather Library authorities invite collectors and librarians in America and Europe to send variant imprints, editions or issues not included in

this preliminary list. One would hardly expect many additions would be made to this collection of Increase Mather's works, famous for its completeness. But Mather lived in a time when pamphlets were often reprinted without authority and bibliographical finality in such matters is almost out of the question.

THE current catalog of Walter M. Hill, of Chicago, "Modern First Editions, American and English," comprising 482 lots, is composed mainly of material of moderate rarity in excellent condition, with prices much below the average. The highest priced lot is an autograph manuscript of George Gissing's essay, "Burns," 15 pp., folio, priced at \$650. Authors popular with collectors well represented include Robert Browning, James Branch Cabell, Lewis Carroll, Joseph Conrad, Conan Doyle, John Galsworthy, George Gissing, Bret Harte, Rudyard Kipling, Andrew Lang, John Masefield, George Moore, Bernard Shaw, Robert Louis Stevenson, and John Addington Symonds.

### Auction Calendar

Thursday evening, February 19th, at 8:00 P.M. Americana, first editions, fine bindings, autograph letters, also the H. G. Wells collection formed by the late Fred A. Chappell. (Sale No. 4.) Chicago Book & Art Auctions, Inc., Curtis Hal, Fine Arts Building, Chicago, Ill.

Thursday evening, February 19th, at 8:15 P.M. First editions of American and English authors, selections from the library of Stuart W. Jackson. (Sale No. 132.) Newark Galleries, Inc., 153 Washington St., Newark, N. J.

### Catalogs Received

Americana, history and travel relating to Canada and the United States. (No. 22.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

Autographs. Reginald Atkinson, 188 Peckham Rye, London, S.E.22, England.

Autographs, ancien et modernes, documents et manuscrits. (No. 15.) Victor Degrange, 28 Rue Serpente, Paris (6), France.

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## Forthcoming Issues

✿ ✿ ✿ The leading article in the Religious Book Number next week will be "And What About Religious Books?" by William L. Savage of Scribner's. Dr. Henry Smith Leiper has written "Some Trends in Religious Book Buying" based on the experiences of the Religious Book Club. Alice Stockell of Stokes and Stockell Bookshop has written a brief history of Nashville, Tenn., as a religious center. ✿ ✿ ✿

✿ ✿ ✿ In the Rare Book Department David Randall and Michael Papantonio of the Brick Row Book Shop will review Richard Curle's "Collecting American First Editions." John T. Winterich will tell the publishing story of Oscar Wilde's "Ballad of Reading Gaol" in his series "Romantic Stories of Books." ✿ ✿ ✿

✿ ✿ ✿ Margaret Mead, the author of "Coming of Age in Samoa" and "Growing

Up in New Guinea," has written for us a very interesting article on "Books on Anthropology." ✿ ✿ ✿

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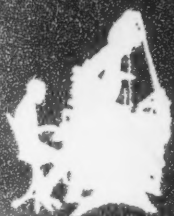
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